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General Assembly

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Committee on Information
Thirty-eighth session
25 April-6 May 2016

Provisional agenda and annotations/programme of work

Provisional agenda

1. Opening of the session.
2. Adoption of the agenda and programme of work.
3. Admission of new members.
4. Statement by the Chair.
5. Statement by the Under-Secretary-General for Communications and Public Information.
6. General debate.
7. Consideration of reports submitted by the Secretary-General.
8. Open-ended working group of the Committee on Information.
9. Consideration and adoption of the report of the Committee to the General Assembly at its seventy-first session.

Annotations/programme of work

25 April 2016

Opening of the session

The session will be opened by the Chair of the Committee.

Adoption of the agenda and programme of work

The provisional agenda has been prepared on the basis of consultations among the members of the Bureau of the Committee.

Admission of new members

The Committee will consider requests for membership in the Committee.

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Please recycle

Statement by the Chair

The Chair will address the Committee at its opening meeting.

Statement by the Under-Secretary-General for Communications and Public Information

The Under-Secretary-General for Communications and Public Information will address the Committee at its opening meeting to provide an update on the activities of the Department of Public Information and to report on the implementation of the recommendations contained in General Assembly resolutions 70/93 A and B.

Informal interactive meeting of the Committee

An informal interactive meeting of the Committee will be held at 3 p.m. on 25 April, allowing members of the Committee to exchange ideas with, and pose questions to, the senior management of the Department of Public Information.

25-27 April 2016

General debate

Consideration of reports submitted by the Secretary-General

Documentation

(a) Report of the Secretary-General on the activities of the Department of Public Information: strategic communications services (A/AC.198/2016/2);

(b) Report of the Secretary-General on the activities of the Department of Public Information: news services (A/AC.198/2016/3);

(c) Report of the Secretary-General on the activities of the Department of Public Information: outreach and knowledge services (A/AC.198/2016/4);

(d) Proposed strategic framework for the period 2018-2019, Part two: biennial programme plan, Programme 24, Public information (A/71/6 (Prog. 24)).

4 May 2016

Open-ended working group of the Committee on Information

The Secretariat will require a 48-hour period to process the draft report of the Committee in all official languages.

6 May 2016

Consideration and adoption of the report of the Committee to the General Assembly at its seventy-first session

United Nations A/AC.198/2016/2

General Assembly

Distr.: General
11 February 2016

Original: English

Committee on Information
Thirty-eighth session
25 April-6 May 2016

Activities of the Department of Public Information: strategic communications services

Report of the Secretary-General

Summary

The present report, prepared in response to General Assembly resolution 70/93 B, summarizes the key advances made by the Department of Public Information from September 2015 to February 2016 in promoting the work of the United Nations to the global audience through its strategic communications services.

As part of its strategic communications services subprogramme, which is one of the three subprogrammes of the Department and is implemented by its Strategic Communications Division, the Department develops and implements strategies for communicating United Nations messages on priority issues. The Division also manages the Department's network of more than 60 field offices. As the secretariat for the United Nations Communications Group and its task forces, the Division seeks to strengthen the coordination of communications across the United Nations system.

The activities under the other subprogrammes of the Department, namely, news services and outreach and knowledge services, are described in separate reports of the Secretary-General (A/AC.198/2016/3 and A/AC.198/2016/4, respectively).

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I. Introduction

1. In its resolution 70/93 B, the General Assembly took note of the reports of the Secretary-General on the activities of the Department of Public Information, submitted for consideration by the Committee on Information at its thirty-eighth session, and requested the Secretary-General to continue to report to the Committee on the activities of the Department.

2. In the same resolution, the General Assembly called upon the Department to provide specific information on a number of its activities. The Bureau of the Committee on Information advised the Department to present the requested information in three parts, in accordance with the three subprogrammes of the Department: strategic communications services, news services and outreach and knowledge services.

3. The present report covers the Department's thematic campaign activities and highlights its strategic approach. Section II of the report contains a summary of the Department's communications campaigns on key issues, and section III discusses the activities of the network of United Nations information centres, including their multilingual work.

4. Unless otherwise indicated, the report covers the activities of the Department during the period from September 2015 to February 2016.

II. Communications campaigns

A. Sustainable development

5. The Department intensified its efforts to raise awareness of sustainable development issues through its "2015: Time for Global Action" campaign. The campaign was particularly important leading up to and during the United Nations summit for the adoption of the post-2015 development agenda, held in New York from 25 to 27 September 2015, and the twenty-first session of the Conference of the Parties to the United Nations Framework Convention on Climate Change (United Nations Climate Change Conference), held in Paris from 30 November to 11 December. For both events, the Department produced materials and messaging guidance was given to the entire United Nations system. Media coverage of both events was overwhelmingly positive.

6. The Department used the inter-agency task force of the United Nations Communications Group on the Millennium Development Goals and the post-2015 development agenda to coordinate United Nations system activities and messaging with regard to those events.

7. The Department also held regular briefings with the 63 United Nations information centres on a wide range of issues. The centres, in turn, held press briefings and were provided with relevant materials in the six official languages of the United Nations to disseminate to the press and through their own channels. In addition, key United Nations officials such as the Assistant Secretary-General for Policy Coordination and Inter-Agency Affairs of the Department of Economic and Social Affairs and the Assistant Secretary-General on Climate Change of the Executive Office of the Secretary-General briefed information centres and regional

journalists in advance of the United Nations summit for the adoption of the post-2015 development agenda and the United Nations Climate Change Conference.

8. In January, the Department also developed and launched "17 Goals to Transform Our World", a new campaign to take forward the "2015: Time for Global Action" campaign. The "2015: Time for Global Action" website was updated with a new visual identity, and promotional materials will continue to be produced throughout 2016. The United Nations sustainable development website (www.un.org/sustainabledevelopment) will continue to be the main site regarding the Sustainable Development Goals.

Summit for the adoption of the post-2015 development agenda

9. The Department led communication efforts before, during and after the United Nations summit for the adoption of the post-2015 development agenda and worked closely with the United Nations system, civil society and other external partners to amplify and coordinate messaging, social media products and media outreach with respect to that agenda, including the Sustainable Development Goals. The "2015: Time for Global Action" website was the main platform for the summit, and the Department produced various multimedia materials, including videos, images and graphics, to promote the summit and the issues before it in all official languages. The reach with regard to the event was global and broke records on the main United Nations social media accounts while garnering unprecedented media coverage of key United Nations messages.

10. United Nations information centres organized numerous events prior to the summit and will continue to create awareness of the 17 Goals in the coming years. Activities ranged from briefings and the production of multimedia materials and press conferences to media monitoring. The Information Centre in Algiers and the United Nations Development Programme (UNDP), for example, contributed to the launch of the "Radio Everyone" project, aimed at promoting the Sustainable Development Goals.

11. The Information Centre in Canberra and OzHarvest, a key partner of the United Nations Environment Programme and the Food and Agriculture Organization of the United Nations, organized an event on the "Think.Eat.Save" campaign at Parliament House in Canberra, drawing attention to a new plan by the Minister for the Environment of Australia to establish a "national food waste 2025" strategy.

12. All information centres highlighted the Sustainable Development Goals in their briefings to students. The Information Centre in Ankara addressed more than 300 students at a Model United Nations meeting held at Turgut Özal University, while the Information Centre in Prague sponsored a two-day workshop on the post-2015 development agenda organized by the non-governmental organization Slovo 21 for a group of young Roma leaders. The Information Centre in Bogotá, together with the Ministry of Foreign Affairs of Colombia and local universities, organized several academic forums on the Sustainable Development Goals, while the Information Centre in La Paz and the youth organization Siembra Juventud organized the Fourth Youth Congress, on the theme "Uncensored", at the Private University of Santa Cruz de la Sierra. As part of the event, the Resident Representatives of UNDP, the United Nations Population Fund (UNFPA), the Office of the United Nations High Commissioner for Human Rights (OHCHR), the United Nations Entity for Gender Equality and the Empowerment of Women (UN-Women)

and the United Nations Volunteers Programme briefed 500 students from Argentina, Bolivia (Plurinational State of), Chile, Colombia, New Zealand and Peru on the Sustainable Development Goals and the work of the United Nations.

13. The Information Centre in Nairobi organized a press briefing for 70 journalists by the Resident Coordinator, while the Benelux and France/Monaco desks of the United Nations Regional Information Centre in Brussels wrote 17 articles highlighting the 17 Goals and posted them on social media accounts.

14. At United Nations Headquarters, the Information Centres Service organized a series of WebEx sessions to brief information centres and local media on the United Nations summit for the adoption of the post-2015 development agenda.

Climate change

15. The Department played a key role in communications planning, message development and media and constituency outreach for the United Nations Climate Change Conference. The Department helped to build support for and inform the public about the Paris agreement. Throughout the Conference, the Department worked closely with the secretariat of the United Nations Framework Convention on Climate Change, the Secretary-General's climate change team and the Office of the Spokesperson for the Secretary-General to ensure that all information and messaging were coordinated and published in a timely manner. This tight teamwork was especially important during the Conference, which attracted unprecedented media attention. The Department was granted unparalleled access to the Secretary-General to document his role during the Conference. This was reflected in in-depth social media coverage as well as video and news products. On Snapchat, for example, a piece of content featuring the Secretary-General received 5 million views in one day. Social media content was also used by regular media in their live reporting from Paris.

16. United Nations field offices were central to the Department's efforts to raise awareness about the United Nations Climate Change Conference and climate change in general. The United Nations Regional Information Centre in Brussels provided support for the Conference in Paris and took the lead in organizing many activities to raise awareness about it. It devoted several Ciné-ONU monthly film screenings and panel discussions to climate change, while its desk for Nordic countries co-organized, with the European Union Information Centre, the French Embassy in Reykjavik, the Environment Agency of Iceland and two non-governmental organizations, a photo contest on the effects of climate change in Iceland.

17. The United Nations Information Centre in Ankara addressed more than 10,000 participants from several European countries at the World Environment Day Intercontinental Cycling Tour, organized by the Turkish Cyclists' Association and supported by the United Nations system, the delegation of the European Union to Turkey, and local municipalities.

B. Special Information Programme on the Question of Palestine

18. As part of the General Assembly-mandated Special Information Programme on the Question of Palestine, the Department hosted its annual training programme for Palestinian journalists from 16 November to 18 December, to strengthen the skills

and capacities of young Palestinian journalists. It also sought to expose Palestinian journalists to the work of the United Nations, especially various activities and programmes affecting the lives of the people in the region. Ten Palestinian media practitioners participated in the exercise, bringing the total number of journalists benefiting from the training programme to 171.

19. The training programme included four weeks at United Nations Headquarters and one week in Washington, D.C. The group was briefed by a number of senior United Nations officials from the Department, the Department of Political Affairs, the United Nations Relief and Works Agency for Palestine Refugees in the Near East (UNRWA) and the Information Centre in Washington, D.C. They met with the Secretary-General and the Permanent Observer of the State of Palestine to the United Nations, as well as with government officials from the Department of State and the Senate of the United States of America. While at Headquarters, the journalists attended meetings of the General Assembly and the Committee on the Exercise of the Inalienable Rights of the Palestinian People and participated in the observance of the International Day of Solidarity with the Palestinian People.

20. The programme also made extensive use of the unique opportunities offered by New York and Washington, D.C., as global hubs for journalism and digital communications to connect the group with industry leaders (including Al Jazeera English, the British Broadcasting Corporation, BuzzFeed, National Public Radio, Twitter and YouTube), academic institutions (Columbia and Georgetown Universities), think tanks and non-governmental organizations.

21. In parallel, the trainees worked through an intensive curriculum taught by a team of seasoned media experts. At the end of the programme, the group produced three multimedia projects about the lives of Palestinian refugees belonging to three generations. The projects are available online at https://dpimediatraining.wordpress.com/.

22. The Department worked with the Department of Political Affairs, the United Nations Children's Fund (UNICEF) and UNRWA to provide communications support for the 2015 observance of the International Day of Solidarity with the Palestinian People (29 November), which was held at United Nations Headquarters on 23 November and included a special meeting by the Committee on the Exercise of the Inalienable Rights of the Palestinian People and a photo exhibit in the Visitors Lobby. United Nations information centres and offices around the world also organized a number of activities in commemoration of the International Day in Algiers, Ankara, Cairo, Canberra, Dakar, Dar es Salaam (United Republic of Tanzania), Geneva, Jakarta, Nairobi, Ouagadougou, Prague, Pretoria, Tehran and Vienna.

C. Human rights

23. The Department promoted the work of the Organization on a range of human rights issues. For Human Rights Day (10 December), it worked closely with OHCHR to promote a campaign entitled "Our Rights. Our Freedoms. Always.", highlighting the theme of the four freedoms: freedom from fear, freedom of speech, freedom of worship and freedom from want. The Human Rights Day website received more than 145,000 unique page views in the six official languages during

the month of December. The related social media campaign attracted an exceptionally high level of interest on Twitter.

24. The Department also participated in and provided promotional support for two Human Rights Day events organized by OHCHR in New York: a panel discussion on the Human Rights Up Front initiative and a special event held in Four Freedoms Park on Roosevelt Island.

25. Around the world, events and outreach activities were organized by United Nations information centres in many cities, including Antananarivo, Brazzaville, Dakar, Dhaka, Islamabad, Lagos (Nigeria), Lusaka, Moscow, Port of Spain and Tehran.

26. For the first International Day of Commemoration and Dignity of the Victims of the Crime of Genocide and of the Prevention of this Crime (9 December), the Department worked closely with the Office of the Special Adviser on the Prevention of Genocide to create a visual identity and website in the six official languages, and engaged in outreach to non-governmental organizations and the press and on social media. A press conference given by the Special Adviser on 8 December generated significant media coverage, including by the Associated Press, *The Washington Post*, *The New York Times*, Deutsche Welle, EFE and *Foreign Policy*.

27. For the International Decade for People of African Descent, the Department produced a booklet in English and Spanish providing an overview of the Decade. It will be published online and printed in the other four official languages, as well as Portuguese, over the course of 2016. The Department produced an exhibit displayed at the United Nations conference building from 11 to 22 January, co-sponsored by OHCHR, the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the United States Permanent Mission to the United Nations. The Department also co-sponsored two panel discussions on racism against people of African descent (on 16 September and 3 November) in collaboration with OHCHR, UNESCO, the Permanent Mission of Brazil to the United Nations and external partners, including Black Lives Matter and the Unitarian Universalist Association.

28. United Nations information centres supported the International Decade through awareness-raising of the realities faced by people of African descent and their contributions to the societies in which they live, under the central theme "People of African descent: recognition, justice and development".

29. The International Decade was officially launched in Brazil during the Afro-Latin American and Afro-Caribbean Women's Festival in Brasilia with the presentation of the official web page produced by the Information Centre in Rio de Janeiro. The Centre, in cooperation with 10 United Nations agencies, produced a 30-minute animation spot for broadcast by television stations. In addition, the Centre supported several events related to the International Decade, including the organization of "Fashion Inclusive Brazil", a multi-ethnic fashion event highlighting the work of national and international designers and focused on African fashion. The Centre also provided support for the International Festival and Tenth World Games of Capoeira, organized by the non-governmental organization ABADÁ-Capoeira, with more than 5,000 athletes competing. The event was opened with a round table on the Decade.

30. The United Nations office in Tbilisi and the Universal Peace Federation, in cooperation with the United Nations youth representative of Georgia, organized the

event "Days of Africa in Georgia". Various universities and schools from across the country participated, organizing some 15 briefings on African culture and history and on the lives of people of African descent in Georgia and the challenges that they face.

31. The Information Centre in Tokyo produced a *UN in Action* video with Japanese subtitles, *Descendants of Slaves: Ancestral Land*, regarding the Gullah Geechee people in the states of South Carolina and Georgia in the United States. A special preview of the movie *Selma* was held with the film distributor Gaga. The guest speaker was Ariana Miyamoto, winner of the Miss Universe Japan 2015 pageant and the first mixed-race beauty pageant winner in Japan.

32. The Department participated in the development of a communications component for the United Nations system-wide action plan aimed at ensuring a coherent approach to achieving the objectives of the United Nations Declaration on the Rights of Indigenous Peoples, which was finalized by the Inter-Agency Support Group on Indigenous Issues in October.

33. The Department promoted the fiftieth anniversary of the International Convention on the Elimination of All Forms of Racial Discrimination, with the Under-Secretary-General for Communications and Public Information moderating a panel discussion on the topic "Introducing tolerance on the Internet" on 2 December.

34. The Department worked with OHCHR to organize a press conference and promote a special event on the protection of the rights of lesbian, gay, bisexual, transgender and intersex people in Latin America on 20 November, featuring the launch of a new music video by Brazilian singer Daniela Mercury. The event was promoted throughout Latin America with the help of United Nations information centres in the region.

35. In close consultation with the Treaty Section of the Office of Legal Affairs, the Department promoted the Section's annual treaty event (28 September to 1 October) by means of opening and closing press releases as well as daily updates, highlighting 70 years of multilateral treaty-making and the 31 treaty actions taken during the event.

D. New Partnership for Africa's Development

36. As part of United Nations-coordinated efforts to generate support for economic development, peace and security in Africa, the Department, through its magazine, *Africa Renewal/Afrique Renouveau*, and the Africa Renewal Online website, in both English and French, continued to promote and publicize the aims, priorities and achievements of the New Partnership for Africa's Development (NEPAD) Planning and Coordinating Agency, working in close collaboration with the Agency and the NEPAD African Peer Review Mechanism as well as with the Regional Coordination Mechanism for Africa, the Office of the Special Adviser on Africa and the Economic Commission for Africa (ECA).

37. In October, the Department organized the annual media breakfast round table with the Chief Executive Officer of the NEPAD Planning and Coordinating Agency on the theme "Innovative solutions to job creation for Africa's youth". The event provided an opportunity for the Chief Executive Officer to interact with the media

regarding the priorities and achievements of NEPAD and the challenges it faces in its efforts to boost Africa's economic development, in particular regional infrastructure. The Department also organized various media events and activities to mark the annual Africa Week held on the margins of the special debate of the General Assembly on Africa's development. It produced and disseminated information products highlighting the achievements of the Agency and organized a press conference and interviews for senior officials from the Agency, the Office of the Special Adviser on Africa and the African Peer Review Mechanism. Several high-level events were held on thematic issues such as the synergies between the 2030 Agenda for Sustainable Development and the African Union Agenda 2063: The Africa We Want; the role of African regional economic communities in facilitating regional integration; gender; and youth. As part of its outreach efforts, the Department developed a special in-focus web page on its website (http://www.un.org/africarenewal/) entitled "Africa at the United Nations General Assembly", featuring regular updates, including official speeches, statements and activities of African leaders during the 2015 general debate of the Assembly.

38. In November, the Department continued its collaboration with the African Union in the production and publication of the Union's regular newsletter through the provision of technical and editorial assistance. The focus of the upcoming edition is on Agenda 2063: The Africa We Want, in particular the rights of women. The Sustainable Development Goals were the main theme of the December 2015 edition of *Africa Renewal/Afrique Renouveau*. The issue included interviews with the former Special Adviser of the Secretary-General on Post-2015 Development Planning; the Special Adviser to the Secretary-General on Africa; the Executive Secretary of ECA; and the Chief Executive Officer of the NEPAD Planning and Coordinating Agency. The magazine also reviewed 15 years of the implementation of the eight Millennium Development Goals and published profiles of the first winners of the United Nations Nelson Rolihlahla Mandela Prize: Jorge Sampaio, former President of Portugal, and Helena Ndume, a Namibian eye surgeon.

39. During 2015, the syndicated news features service of *Africa Renewal/Afrique Renouveau*, continued to grow. Between September 2015 and January 2016, some 20 of the magazine's articles were republished in both English and French 160 times in 83 media outlets in Africa and around the world, including in France, Ghana, Italy, Côte d'Ivoire, Senegal, Sierra Leone, South Sudan, the United Kingdom of Great Britain and Northern Ireland and the United States. The results of the media outreach show the breadth of the Department's efforts to reach audiences around the world.

40. The Department continued to strengthen its public awareness programmes on Africa, focusing on the region's development achievements and challenges and the results of its partnership with the United Nations, in particular with regard to such issues as the Sustainable Development Goals and climate change. In response to increasing reader interest in stories on Africa that are not usually covered by mainstream media, the Department produced and disseminated more original content through its social media platforms than in the preceding year, on themes that included the fight against the Ebola virus, the Sustainable Development Goals, climate change, gender and peace and security, as well as regional integration and infrastructure development.

41. Social media accounts continued to see steady growth. For example, as shown in the table below, the number of followers on the magazine's Twitter accounts rose by 58 per cent with respect to French and 27 per cent with respect to English between December 2014 and December 2015.

Platform	*As of December 2014*	*As of December 2015*	*Percentage increase*
Twitter (number of followers):			
@africarenewal	64 100	81 800	27
@ONUAfrique	31 200	49 300	58
Facebook (number of likes):			
Africa Renewal	5 452	6 145	13
Afrique Renouveau	2 562	2 802	09

42. Similar growth rates were also registered in the number of subscribers to the Department's magazine e-newsletter, which provides a brief overview of new content on the Africa Renewal website and is sent primarily to African journalists and media outlets.

E. United Nations peacekeeping operations

43. The Department continued its close cooperation with the Department of Peacekeeping Operations, the Department of Field Support and the Department of Political Affairs to promote and support United Nations peace operations, including through participation in the work of various thematic and country-specific integrated task forces and working groups led by the Department of Peacekeeping and the Department of Political Affairs on Afghanistan, Burundi, the Central African Republic, Côte d'Ivoire, the Democratic Republic of the Congo, Haiti, Iraq, Nigeria, Libya, Mali, Somalia, South Sudan, the Syrian Arab Republic and Yemen as well as the regions of the Middle East and the Sahel.

44. With regard to the situation in the Syrian Arab Republic, the Department continued to work with United Nations partners across the system both at Headquarters and in the region to promote better and wider understanding of the political efforts of the United Nations and its humanitarian response in the Syrian Arab Republic and neighbouring countries, including by taking part in regular meetings of the Inter-Agency Task Force for the Syrian Crisis, led by the Department of Political Affairs; the Syrian working group on protection issues, chaired by the Department of Political Affairs; the weekly videoconferences chaired by the Department of Political Affairs; the United Nations Communications Group; and the meeting on protection issues held in Beirut in October, chaired by the Department of Political Affairs and the Office for the Coordination of Humanitarian Affairs, as well as by working with the Office of the Special Envoy on Syria to plan for the talks between Syrian parties.

45. To coordinate messaging and communications on the Syrian Arab Republic, the Department set up a communications group with relevant communication offices within the United Nations system. The Department continued to issue the weekly public information product "Syrian Crisis: United Nations Response", designed as a

reference and guidance tool that provides a snapshot of the latest United Nations activities to address the Syrian crisis.

46. With regard to the situation in Yemen, the Department brought together a system-wide communications team to ensure that messages were being coordinated. The Department provided support to the Office of the Special Envoy of the Secretary-General for Yemen on communications issues, including by disseminating statements, setting up the Special Envoy's office website and using its multimedia and social media platforms during the talks held in Geneva between the Government of Yemen and rebels in December.

47. Since the crisis in Burundi began, the Department has participated in the meetings of the Crisis Management Support Team and meetings on communications regarding Burundi to ensure consistent messaging. The Department has facilitated international media coverage of United Nations efforts to address the crisis, including by widely disseminating all relevant statements by United Nations officials to the major international media outlets covering events in Burundi. On its news platforms, the Department also provided multimedia coverage of the visit of the Security Council to Burundi in January, through the assistance of the Information Centre in Bujumbura.

48. The Department temporarily deployed a communications and public information officer to South Sudan for six weeks in November and December to support the communications needs of the United Nations Mission in South Sudan owing to the shortage of public information staff at the Mission.

49. The Department provided communications support to the Department of Peacekeeping Operations for the Leaders' Summit on Peacekeeping, held during the general debate of the General Assembly. This included facilitating live streaming of the event, developing and promoting a web page and social media content, and organizing a press briefing for Latin American journalists on the pledges received from the region.

50. The Department continued to lead the work of the web editorial board that it shares with the Department of Peacekeeping Operations, the Department of Field Support and the Department of Political Affairs on developing a new web platform for field missions. The board met regularly to agree on approach, design, functionality and a roll-out plan and to develop guidance and training materials for missions. From September to December, an additional six missions were trained and went live on the new platform, enhancing their capacity for digital communications.

51. Department staff members from Headquarters and the field, working in cooperation with peacekeeping operations in the Central African Republic, Côte d'Ivoire, Cyprus, the Democratic Republic of the Congo, Haiti, Mali, Liberia, South Sudan and the Sudan, engaged in outreach to media in troop- and police-contributing countries on more than 34 occasions, targeting some 23 individual countries.

52. The Department, in close collaboration with the Department of Peacekeeping Operations, continued to co-manage the United Nations peacekeeping website in all six official languages (http://www.un.org/peacekeeping). The joint web editorial board met regularly to cover a variety of issues relating to maintenance of the website and its further development to improve the quality of visual and content presentation, as well as enhanced use of social media platforms. Additionally, the

board continued to plan short-term online campaigns to ensure that the homepage remained up to date with dynamic content.

53. In October, the Department worked closely with UN-Women and the Permanent Missions of Spain and the United Kingdom to promote the fifteenth anniversary of the adoption of Security Council resolution 1325 (2000), on women and peace and security.

F. Ebola

54. The Department continued to provide strategic communications support and media handling for the Special Envoy of the Secretary-General on Ebola by developing and distributing core messaging and media lines for the United Nations system and partners; coordinating United Nations communications; maintaining the bilingual Global Ebola Response website; handling media relations, including by setting up press briefings and media interviews; compiling and disseminating media monitoring and analysis reports; and providing technical assistance in the production and publication of a number of reports on Ebola issued by the Special Envoy. The Department also advised the World Health Organization on its reform efforts, including by participating in a lessons-learned workshop on communications.

G. Counter-terrorism

55. Working closely with the Counter-Terrorism Implementation Task Force Office, the Department promoted the implementation of the United Nations Global Counter-Terrorism Strategy and provided communications support to the Task Force and its working groups. The Department also supported the Task Force and the United Nations Counter-Terrorism Centre in the development of their redesigned websites. It also provided communications support for the launch of the Secretary-General's Plan of Action to Prevent Violent Extremism and worked with the Task Force's Working Group on Supporting and Highlighting Victims of Terrorism.

56. In addition, the Department worked closely with the Counter-Terrorism Committee Executive Directorate to promote its work, including through the distribution of two op-eds on foreign terrorist fighters that were placed in the media by information centres and by organizing the interviews of the Executive Director with French media in October.

H. Disarmament

57. The Department worked with the Office for Disarmament Affairs and the Permanent Mission of Kazakhstan to promote the International Day against Nuclear Tests, observed in September. For both that International Day and the International Day for the Total Elimination of Nuclear Weapons, the Department assisted in updating the corresponding websites. The Department also provided support to the Office for Disarmament Affairs for its "Poster for Peace" contest, including by promoting it to the media and through the United Nations information centres and the United Nations Academic Impact network.

I. Migration

58. The Department worked with the Executive Office of the Secretary-General, the Special Representative of the Secretary-General on International Migration and Development, the Office of the United Nations High Commissioner for Refugees and the International Organization for Migration to raise awareness of and promote the high-level meeting on migration and refugee movements held during the seventieth session of the General Assembly. The Department set up interviews with senior United Nations officials, including the Deputy Secretary-General, and widely distributed the remarks of the Secretary-General and other officials. The Department also widely promoted the meeting of the Secretary-General with refugees on his visit to Italy and other countries.

J. Zero-tolerance policy on sexual abuse

59. The Department continued to work closely with the Department of Peacekeeping Operations and the Department of Field Support as well as with peacekeeping operations to promote and explain the Secretary-General's zero-tolerance policy regarding sexual exploitation and abuse to populations in countries where peacekeepers are deployed. The Department also assisted the Department of Field Support in updating its website on sexual exploitation and abuse and held WebEx briefings on the zero-tolerance policy with the public information components of peacekeeping operations.

K. Social media

60. The Department continued to employ social media networks to promote major United Nations news, report launches and communications materials; correct inaccuracies about the work of the United Nations; interact with social media followers; and provide behind-the-scenes glimpses of the work of the Organization. It is estimated that across the major global platforms, including Facebook, Flickr, Google Plus, Instagram, Tumblr, Twitter, VK, WeChat, Weibo and YouTube, United Nations messages are seen by more than 12 million people on a daily basis. The use of these interactive platforms broadens the reach of the messages of the United Nations and contributes to the overall transparency and accountability of the Organization.

61. The Department continued to lead a Secretariat-wide process to draft policies for the institutional and personal use of social media. It also disseminated guidance documents, organized informational events on social media topics and themes, and played a leading role in the coordination of social media initiatives in the system.

62. Between July and December, the number of followers of the main United Nations Twitter account in English increased steadily; the account currently has more than 6 million followers. Some of the most popular topics posted on the Organization's English-language Twitter account in the second half of 2015, as measured by the number of shares, likes and comments, were the United Nations summit for the adoption of the post-2015 development agenda; the visit of Pope Francis to United Nations Headquarters in New York; the United Nations responses to the migrant and refugee crisis in Europe and to violent extremism; the

culmination of the campaign to celebrate the seventieth anniversary of the United Nations ("UN 70" campaign); the crises in the Central African Republic, the Syrian Arab Republic and Yemen; and the question of Palestine. Similar results were seen on the English-language Facebook and Google Plus accounts, which together have more than 6 million fans. The Department continued to see impressive growth on its Instagram account, with a threefold increase in the number of followers, from 174,000 during the previous reporting period in 2015 to 550,000 followers during the reporting period. It also launched a Snapchat account, a visual platform that is especially popular among young people.

63. The Department continued to discuss ways to increase the timely multilingual creation of content optimized for digital platforms. The General Assembly decided not to approve the resources for expanding the multilingual capacity of the Department set out in the proposed programme budget for the biennium 2016-2017 (see resolution 70/247). While the Department will continue to make efforts to increase its multilingual output within existing resources, the decision has an impact on its capacity to undertake activities in additional languages.

III. Information Centres Service

A. Multilingualism

64. The global network of United Nations information centres continues to communicate with local audiences in their languages and idioms. Currently, in addition to working in five of the six official United Nations languages, information centres publish information materials in 63 local languages.[1] The centres, on a regular basis, prepare and often translate into local languages press releases or summaries thereof, press kits, fact sheets and other information materials and content from Headquarters, the United Nations system or meetings of United Nations bodies.

65. Of the 61 information centre websites, 30 use local languages, and social media are increasingly being used by the centres to disseminate information, including in local languages. As many as 49 information centres have Facebook accounts, 15 of which are in local languages; 40 centres have Twitter accounts, 23 of which are in local languages; and 29 centres have YouTube accounts, 8 of which are in local languages. Information centres also use other social media platforms, such as Google Plus, Vimeo, Instagram, Tumblr, Flickr, Pinterest, Flipboard, LinkedIn, Telegram, SMS and VKontakte, the most popular social platform in the Russian Federation.

66. Information centres produced newsletters in 15 languages on a weekly, monthly, bimonthly or quarterly basis.

[1] Armenian, Azerbaijani, Bafut, Bahasa Indonesia, Bangla/Bengali, Bangwa, Basaa, Belarusian, Bemba, Czech, Danish, Dioula, Dutch, Ewondo, Finnish, Fulfulde, Georgian, German, Gonja, Greek, Hausa, Hindi, Hungarian, Icelandic, Igbo, Italian, Japanese, Kaounde, Kazakh, Kirundi, Kiswahili, Kituba, Lingala, Lozi, Lunda, Luvale, Malagasy, Moore, Ndebele, Norwegian, Nyanja, Oshiwambo, Persian, Pidgin English, Polish, Portuguese, Shona, Shupamu, Sinhala, Slovak, Slovene, Sotho, Swedish, Tamil, Tongan, Tswana, Turkish, Ukrainian, Urdu, Uzbek, Wolof, Yoruba and Zulu.

67. The Information Centre in Moscow translated into Russian the latest version of *Basic Facts about the United Nations* and, with the support of the United Nations country team in the Russian Federation and the United Nations office in Tajikistan, published 3,000 copies of the book. An electronic edition was posted on the website of the Centre and circulated among the United Nations offices in the Commonwealth of Independent States.

68. To ensure that a wider number of people around the world are aware of the Sustainable Development Goals and to enable them to take action in an informed manner, some 18 information centres reproduced the Sustainable Development Goals icons in 29 local languages.[2]

69. Other United Nations publications and promotional materials were produced or translated into local languages, including *Basic Facts about the United Nations* and "COP21 — Frequently Asked Questions", which was translated into Urdu by the Information Centre in Islamabad; and the UN 70 Everyday Card, which was translated into Bemba, Kaounde, Lozi, Lunda, Luvale, Nyanja and Tongan by the Information Centre in Lusaka.

B. Enhanced engagement with youth

70. In response to the Secretary-General's call for a greater focus on youth, United Nations information centres have enhanced their engagement with young people. Information centres continued to use digital communication tools, including social media platforms and mobile telephones, to reach a wider and younger audience in a timely and effective manner. At an event organized by the United Nations Regional Information Centre in Brussels, the Secretary-General engaged youth on the post-2015 development agenda using the Twitter hashtag #AskBanKimoon, which was viewed 9.8 million times and allowed online youth participation from around the world.

71. The Information Centre in Cairo, in coordination with the other information centres in the region, organized the first online youth engagement with the League of Arab States and partnered with regional offices of UNICEF, UNFPA, UNDP, the World Food Programme and UN-Women to reach as many young people as possible. In the first 28 days, more than 14,000 young people across 19 Arab countries participated in the #Mostakbalna ("our future") initiative, with a focus on the Sustainable Development Goals. Youth in the region engaged online about their priorities, concerns and recommendations.

72. On 24 November, the centre hosted a round-table discussion with key figures from the United Nations, the League of Arab States, civil society, academia and media that was streamed and tweeted live on YouTube, Facebook and Twitter, with questions on the #Mostakbalna social media platforms. Total impressions and engaged users were 294,000 and 5,500, respectively, on Facebook and Twitter.

73. On #WorldYouthSkillsDay, the United Nations office in Tashkent produced a trailer for its new initiative, *If I Were You...*, a minute-long message of wisdom from "top names" in Uzbekistan to the "top names to be" in the country. Entrepreneurs,

[2] Armenian, Bafut, Bahasa Indonesia, Bangla/Bengali, Bangwa, Basaa, Czech, Dioula, Dutch, Ewondo, Fulfulde, Georgian, German, Greek, Hausa, Hindi, Igbo, Italian, Japanese, Kiswahili, Moore, Persian, Pidgin English, Polish, Portuguese, Shupamu, Twi, Turkish and Yoruba.

business leaders and other successful people gave short interviews about the secrets of their success and shared their own experiences, knowledge and advice with youth.

74. The Information Centre in Windhoek, in collaboration with *The Namibian* newspaper, hosted a Twitter chat using #AskTheUN on poverty eradication and the role of youth; six heads of United Nations agencies participated in the live session.

75. The information centres also continued their outreach to young people through traditional activities, including Model United Nations programmes, briefings and essay and art contests.

C. Seventieth anniversary of the United Nations

76. United Nations information centres, working in partnership with Governments, the United Nations system, civil society, educational institutions and media, organized nearly 1,000 activities to mark the seventieth anniversary of the Organization during 2015. Activities included indoor and outdoor exhibitions, workshops, media training sessions and briefings, official commemorations, social media campaigns, sports events, competitions, concerts and Model United Nations events.

77. On United Nations Day 2015, and in the lead-up to it, the global network reached almost 120,000 people and visited nearly 2,900 schools as part of the United Nations Works for You programme. Millions of others received the United Nations message through social media campaigns, television and radio interviews, newspaper articles and instant messaging (SMS).

78. Among the myriad anniversary events was the one held at the Bolshoi Theatre in Moscow from 25 to 30 October, which included a welcoming address by the President of the Russian Federation, Vladimir Putin. The programme also included short ballet pieces staged by choreographer Alexei Ratmansky as well as a screening of a "UN 70" documentary produced by the Russian News Agency TASS and the Russia 24 television channel.

79. The focus of the observance of the anniversary by the United Nations office in Minsk was a unique initiative with the Government of Belarus, the "UN 70 Belarus Express for Sustainable Development Goals". The initiative involved a special train travelling across all regions of Belarus from 23 to 30 October, with more than 250 activities on "UN 70" and the Sustainable Development Goals carried out with government officials, parliamentarians, regional governors, civil society and private sector partners, students, journalists, religious leaders of all faiths, artists, celebrities, representatives of vulnerable groups and various United Nations agencies.

80. As part of a series of "UN 70" activities, the Information Centre in New Delhi collaborated with partners in the cities of Kolkata and Thiruvananthapuram in organizing academic seminars on such topics as United Nations reform and a global partnership towards peace, development and human rights. The Centre also partnered with the Kerala Football Association and the Eram Group in organizing an under-15 state-level football tournament called the UN 70 Cup.

81. In Mexico City, 5 million subway tickets carried the "UN 70" logo, while Capital Bus displayed the anniversary logo and the United Nations flag on 10 of its tourist buses. Moviegoers to the country's largest cinema network, Cinépolis, saw a one-minute *UN 70* video before each movie shown in its theatres.

82. The Information Centre in Lagos led its United Nations Day celebrations with a series of events including outreach to schools in the North Central region, reaching 2,500 secondary school students. Meanwhile, more than 2,000 secondary schools throughout Algeria participated in a history lesson on the United Nations as part of the country's "UN 70" commemoration. The Information Centre in Algiers worked closely with the Ministry of Education of Algeria in the preparation of the course, which is now part of the curriculum.

83. The Information Centre in Ouagadougou coordinated an exhibition of books and information materials about "UN 70" and the Sustainable Development Goals, which received more than 12,000 visitors. The Centre, in partnership with the University of Ouagadougou, gave lectures about "UN 70" at 10 high schools in Ouagadougou and Bobo-Dioulasso, reaching 4,900 students. A United Nations Day SMS message reading "UN 70: a stronger UN for a better world" was sent to 3 million people.

84. Some 20,000 visitors came to the Palais des Nations, the historic home of the League of Nations and the current seat of the United Nations Office at Geneva, to partake in the festivities marking "UN 70". The Open Day, organized by the Office, brought together more than 40 Permanent Missions and 25 United Nations agencies, funds and programmes, as well as 20 staff associations and non-governmental organizations.

D. "Turn the World UN Blue" global campaign

85. On United Nations Day (24 October), more than 350 iconic landmarks and 20 United Nations offices in 91 countries participated in the "Turn the World UN Blue" campaign, in which landmarks were lit up in blue. The campaign saw unprecedented engagement by Governments and ministries, United Nations country offices and partner organizations globally. United Nations information centres played a central role, mobilizing the participation of 328 landmark sites in 57 countries. Landmarks included the Sydney Opera House in Australia; the Great Pyramid of Giza in Egypt; the statue of Christ the Redeemer in Rio de Janeiro, Brazil; the Empire State Building in New York; the Great Wall of China; the ancient city of Petra in Jordan; the Leaning Tower of Pisa in Italy; Edinburgh Castle and Central Hall Westminster in the United Kingdom; Chhatrapati Shivaji Terminus in India; the temples at Baalbek in Lebanon; the Tokyo SkyTree in Japan; Borobudur in Indonesia; Table Mountain in South Africa; the Meroë pyramids in the Sudan; and the Alhambra in Spain, among many others.

86. The centres were also instrumental in translating the "Turn the World UN Blue" campaign and press materials into local languages and helping to promote the campaign through traditional and social media. The response on social media surpassed all expectations. More than 700 photos were contributed by information centres, partners, Governments and the staff at the landmarks. They were uploaded to the United Nations Flickr album by the Department's social media team,

generating more than 44,000 views. #UN Blue images and messages reached more than 60 million accounts on Twitter, with tweets originating from 160 countries.

87. Traditional media coverage of "Turn the World UN Blue" and "UN 70" activities was also extensive, generating 1,300 television, radio, newspaper and online items during the week of 24 October, while other "UN 70" activities in October were covered in an additional 1,300 media reports.

E. Cooperation with United Nations entities at the country level

88. United Nations information centres, through United Nations communication groups and United Nations country team thematic groups, organized outreach activities to raise awareness of key United Nations issues. The centres also worked with United Nations country teams to devise joint communication strategies, guided by the "Communicating as one" concept. A recently conducted survey with the information centres found that joint communications and coordination were strong with respect to observances of international days and Model United Nations and Millennium Development Goals-related events. The promotion of the Sustainable Development Goals provides a good platform for bringing together the members of United Nations country teams, strengthening the potential for joint public outreach activities led by information centres.

89. Information centres also worked closely with United Nations country teams in the context of the United Nations Development Assistance Framework through the development of communications strategies, media support, the organization of briefings and video production. For example, the United Nations office in Tashkent, in cooperation with the United Nations country team and the Ministry of Economy of Uzbekistan, organized the launching ceremony for the Framework programme for the period 2016-2020, while the Information Centre in Mexico City produced a video about the results of the Framework in 2015.

90. The Information Centre in Beirut, in coordination with the United Nations system in Lebanon and JGROUP, a regional group that incorporates 38 companies working in media, publishing and advertising and located throughout the Middle East and North Africa, the United Kingdom and the United States, launched a 70-day media campaign on the theme "UN: 70 Years for Lebanon".

91. The Information Centre in Yaoundé and the United Nations country team in Cameroon jointly organized, with the Ministry of External Relations of Cameroon, a mini-football tournament and a basketball game with more than 350 spectators, while the Information Centre in Pretoria coordinated the participation of the United Nations in South Africa at the annual Diplomatic Fair, which was organized by the Department of International Relations and Cooperation of South Africa to showcase the cultures of diplomatic missions and organizations, and was attended by 2,000 people.

F. Raising awareness of high-level United Nations meetings as mandated by the General Assembly

92. The Department, though its information centres, continues to publicize the work of the General Assembly. The Information Centre in Brazzaville organized a

media encounter regarding the seventieth session of the Assembly that featured a senior government official as a key speaker, while the centres in Dar es Salaam, Dhaka, Harare and La Paz highlighted the work of the Assembly in Model United Nations programmes.

93. The Information Centre in Ouagadougou organized, with the participation of the Ministry of Foreign Affairs of Burkina Faso, a media briefing for 50 journalists on issues at stake at the seventieth session of the General Assembly and held a workshop for 60 staff members of various ministries on the outcomes of the sixty-ninth session.

94. At United Nations Headquarters, an open-hour WebEx session was organized between the information centres and the Spokesperson for the President of the General Assembly at its seventieth session, who gave a briefing on the President's priorities for the session and highlighted events and meetings in 2015 and 2016. The information centres also placed the President's 2015 end-of-year op-ed, entitled "The transformation to a more sustainable and just world begins now", in more than 40 media outlets and provided media support to the President when he travelled to countries in which they serve. For the President's visit to Jordan and the United Arab Emirates in January 2016, for example, the information centres in Beirut and Manama arranged for media interviews with outlets including Sky News Arabia, Al Arabiya, *The Jordan Times* and the Jordan News Agency. Jordan Radio and Television, Al Jazeera, Reuters and AP covered the President's visit to the Zaatari refugee camp.

G. Cooperation with the Office of the Spokesperson for the Secretary-General

95. Cooperation between the United Nations information centres and the Office of the Spokesperson for the Secretary-General has strengthened over the years. For example, in an effort to increase the centres' efficiency and responsiveness in providing communications support for the Secretary-General's visits and for expanding media coverage, an interactive WebEx session was organized with the Spokesperson to brief the centres on expectations. In addition to providing extensive media and logistical support, information centres were encouraged to propose media and public opportunities for the greatest media impact.

H. Strengthening and capacity-building of United Nations information centres

96. The Department continued to strengthen the support provided by Headquarters to the network of information centres, through a more coordinated approach aimed at enhancing and enriching their efforts.

Use of WebEx

97. The Department, through the Information Centres Service, continued to provide its strategic support to its field offices through increased use of WebEx, a web-based videoconferencing tool. In 2015, the Department organized 69 live briefings with the network of information centres and local media on such key

United Nations issues as the Sustainable Development Goals, reaching more than 700 participants. The Department also used WebEx to provide real-time substantive guidance on United Nations issues to public information focal points around the world, including representatives of local media and civil society.

Training

98. With the overall goal of providing field staff with a first-hand opportunity to learn about the latest public information tools and techniques, the Department continued to provide in-person training for its field office staff members. For example, the Department invited staff members from six field offices to assist the social media team during the United Nations summit for the adoption of the post-2015 development agenda. Given the extra demands placed on staff managing United Nations social media platforms, the six staff members spent 10 days in New York during the General Assembly and the summit. That extra support also helped to augment coverage in languages other than English during that critical time period.

99. In September, in an effort to address region-specific issues, the Department brought together United Nations information centre staff from the Middle East and North Africa region for a training session organized by the Information Centre in Cairo to explore the possibilities of engaging new audiences through social media; to establish a better network and increased cooperation among Arabic-speaking information centres with a view to faster and more comprehensive delivery of United Nations information in Arabic; and to gradually "cross-feed" information with the United Nations country teams in the region, with a particular focus on the Sustainable Development Goals.

100. The Office of Human Resources Management provided the United Nations information centre network with 20 licences to Lynda.com, an online subscription library that provides instruction on the latest software and business skills through instructional videos, for a trial arrangement from 2015 to 2016.

Establishment of an information centre in the Republic of Korea

101. In response to paragraph 39 of General Assembly resolution 70/93 B, on the feasibility of accepting the offer made by the Republic of Korea to host a United Nations information centre, the Department has examined the proposal on the basis of available information and considers that the establishment and operation of such a centre in a cost-effective manner should be possible.

IV. Conclusion

102. The Department will continue to develop, lead and implement communications campaigns on the priority issues identified by Member States, using a range of traditional communications tools and taking advantage of the wide and varied opportunities for interactive outreach that are made possible by social media platforms. The Department will explore new and emerging social media tools and channels as a way to enhance the Organization's presence and ability to spread core United Nations messages globally. It will also continue to use its lead role in the United Nations Communications Group to coordinate messages among the entities of the United Nations system. Specific task forces will continue to be established as

needed on priority issues, and during crisis situations cross-divisional teams will be created in a timely manner to address communications.

103. The Department will continue to develop innovative ways to streamline administration, implement cost-effective ways for Headquarters and field offices to communicate with each other face to face, and improve the delivery of programmes on both digital and traditional platforms and through strengthened partnerships with international and local actors, in particular United Nations country teams.

104. In that context, the Department seeks ways to enhance the role that the United Nations information centres can play by widening and diversifying the programmes and products being offered in support of the Organization's work and various campaigns.

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Activities of the Department of Public Information: news services

Report of the Secretary-General

Summary

The present report, prepared in accordance with General Assembly resolutions 70/93 A and B, provides a summary of the key advances made by the Department of Public Information from September 2015 to February 2016 in promoting the work of the United Nations to the global audience through its news services.

As part of its news services, which is one of three subprogrammes of the Department and implemented by its News and Media Division, the Department strengthens support for the United Nations by enhancing the quality, format and timeliness of information products on the Organization, and for increasing the geographic range and frequency of use of its products by media outlets and other users.

The activities under the other subprogrammes of the Department, namely strategic communications services and outreach and knowledge services, are described in separate reports of the Secretary-General (A/AC.198/2016/2 and A/AC.198/2016/4, respectively).

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I. Introduction

1. In its resolutions 70/93 A and B, the General Assembly took note of the reports of the Secretary-General on the activities of the Department of Public Information submitted for consideration by the Committee on Information at its thirty-seventh session, and requested the Secretary-General to continue to report to the Committee on the activities of the Department.

2. In the same resolution, the General Assembly called upon the Department to provide specific information on a number of its activities. The Bureau of the Committee on Information advised the Department to present the requested information in three parts, in accordance with the three subprogrammes of the Department: strategic communications services, news services and outreach services.

3. The present report, which covers the news and media-related activities of the Department, highlights progress made in the area of radio, television, video, photography, print, Internet and social media. There is a particular focus in the report on the use of multilingualism on the Department's website and other news products.

4. Unless otherwise indicated, the report covers the activities of the Department for the period from September 2015 to February 2016.

II. News services

A. Overview

5. During the reporting period, the Department strived to consolidate and expand partnerships, as well as to enhance evaluation and reporting methods in order to have a clearer sense of the reach of its products and how integrated multilingual efforts were creating a broader impact across traditional and social media platforms. In introducing digital innovations, the Department sought, wherever possible, to use cutting-edge software and tools creatively, and to ensure that products could easily be shared, embedded and adapted into non-official languages by United Nations offices, including United Nations information centres, around the world.

6. In responding to emerging trends in news consumption, the Department is ensuring that its products are mobile-responsive, visual and readily adaptable to multiple social media uses, without sacrificing the use of traditional media and the needs of audiences still challenged by the digital divide. The Department built on earlier initiatives such as promoting a free news reader application and an audio application that offer access to United Nations content in all six official languages.

7. The Department's coordinated efforts on the summit for the adoption of the post-2015 development agenda and the twenty-first session of the Conference of the Parties to the United Nations Framework Convention on Climate Change led to a record number of people around the world accessing information via its traditional and social media platforms. The summit for the adoption of the post-2015 development agenda, the papal visit and the observance of the seventieth anniversary of the United Nations prompted a spike in the engagement of United Nations audiences around the world, from Governments, to ordinary citizens and to

journalists and educators seeking out and repurposing content. Efforts to engage audiences in the work and priorities of the United Nations were carried out through events marking the seventieth anniversary, which were covered prominently on all platforms. Images from these events were showcased in videos, photos, news stories and features, and shared globally through the United Nations website and on multiple social media platforms. The Audiovisual Services Section curated an exhibit showcasing photos of 70 years of the United Nations.

8. With a view to making news and information products resonate with multiple audiences, the Department is creating content targeted at various demographics and looking at how information is accessed differently. In addition, timely news coverage of major conflict zones highlighted what the United Nations system and Member States were striving to accomplish in the areas of peace and security and human rights in an integrated and informative way.

9. In response to the request made by the Committee on Information concerning the multiplying impact of broadcast partnerships on potential audiences, the Department continued to review its broadcast partnerships with the aim of understanding the current reach and usage of United Nations radio and television products. Owing to prohibitive costs, broadcasters themselves are often not able to provide audience data for their respective networks. In addition, when broadcasters do provide audience data, the methodologies used vary widely, making the information unreliable. In this context, the Department contacted individual partner broadcasters on a regular basis to determine audience impact. The Department found, for example, that from January to October 2015, visitors, including many broadcast partners, to the United Nations Radio websites in the six official languages and Portuguese and Kiswahili, downloaded products approximately 2 million times. The United Nations Radio websites also had more than 2.3 million page views. This is in addition to access via other means, including through social media.

10. As part of the observance of the seventieth anniversary of the United Nations, the News and Media Division reached nearly 10 million people by working with partners to place a series of its specially produced "Did you know" video messages highlighting facts about the work of the United Nations on the NASDAQ and Reuters screens in New York City's Times Square, as well as on screens in taxis, ferries and ferry terminals, and on screens in the City's four professional sports arenas. United Nations promotional posters were also placed in key international terminals at New York City's John F. Kennedy International Airport, in locations such as immigration, customs and baggage claim areas, where United Nations messages were seen by arriving visitors, targeted for the period preceding and during the Summit for the adoption of the post-2015 development agenda and the general debate of the General Assembly.

B. United Nations Radio

11. United Nations Radio continued the search for new ways of reaching audiences across regions, seeking a balance between listeners who continue to rely on radio for news dissemination and those who are increasingly turning to handheld devices and online sources for obtaining news. United Nations Radio significantly strengthened its work in multilingual, multiplatform and multimedia productions,

stepping up the use of audio for social media across the six official languages, as well as Kiswahili and Portuguese. In addition, it continued to deliver weekly, topical adaptations of main broadcasts and stories in Bengali, Hindi and Urdu.

12. Throughout the reporting period, all language units provided extensive and comprehensive coverage of the major events and activities of the United Nations, most notably, the summit for the adoption of the post-2015 development agenda and the adoption of the 17 Sustainable Development Goals set by world leaders. The visit of the Pope to United Nations Headquarters in New York and the seventieth anniversary of the United Nations and the Conference of the Parties to the Climate Change Convention received extensive coverage, with dedicated web pages for each of these events, which included news reports, features, videos and photos, shared across multiple United Nations platforms.

13. United Nations Radio units covered all the major meetings and activities of United Nations bodies, agencies and senior officials, especially in connection with crises, including those in the Syrian Arab Republic, Burundi, the Central African Republic, South Sudan, Yemen and Libya, offering an authoritative source of information to the public on United Nations activities in these areas.

14. United Nations Radio teams travelled with senior United Nations officials on their trips to the field, including accompanying the Special Representative of the Secretary-General on Sexual Violence in Conflict on her first visit to the Syrian Arab Republic and neighbouring countries, providing extensive coverage of the missions. As part of the Department's teams, radio reporters attended major United Nations conferences, including the Conference of the Parties to the Climate Change Convention, to provide first-hand coverage. United Nations Radio also worked with the United Nations Stabilization Mission in Haiti on training workshops to enhance local capacity in the production of radio programmes.

15. United Nations Radio diversified the means and methods of disseminating its products to keep up with fast-paced technological developments in the field of communications, including by harnessing the power of social media in different regions. Over the course of the year, there has been an increased use of its products through Facebook, Twitter, YouTube, Weibo (in China), VKontakte (in the Russian Federation) and SoundCloud, as reflected in the rising numbers of fans, followers, shares, retweets and views.

16. During the general debate of the General Assembly, the Chinese Unit conducted numerous live link-ups with China National Radio during prime time and received positive feedback from the listeners. A one-day collaboration project with China National Radio on 24 October for United Nations Day, together with the United Nations seventieth anniversary celebrations were hugely popular. Working with the United Nations Development Programme in China, the coverage of "Turning the Great Wall United Nations blue" was a major opportunity to highlight the work of the United Nations to the Chinese people in the anniversary year.

17. The Spanish Unit, in addition to providing coverage of all major events and activities, introduced innovative multimedia products such as story maps to illustrate their news pieces. One such initiative took place on World Refugee Day, where graphics and audio were interwoven in a creative way to enhance the listening experience. The Unit also worked on a special series on the sustainable development agenda including the new 17 Sustainable Development Goals. With the

implementation of new social media efforts, Spanish Radio saw a spike of interest during the high-level week of the General Assembly, with over 20,000 downloads from partner stations, individuals and organizations.

18. The Arabic Unit devoted extra coverage to key issues in the Middle East, including the situations in the Syrian Arab Republic and Iraq, following the spread of the Islamic State in Iraq and the Levant (ISIL) in the region, as well as the refugee and migrant crisis. One particular report, "The United Nations in Gaza raises mine awareness", had 7,536 plays. On Twitter, a story about the Minister for Foreign Affairs of Saudi Arabia at the San Francisco conference commemorating the seventieth anniversary of the adoption of the Charter of the United Nations, garnered substantial interest, as did the story on the raising of the flag of the State of Palestine at United Nations Headquarters.

19. The Portuguese Unit established almost 20 new major partnerships to further disseminate its work, including with radio stations in Brazil, Mozambique and Portugal and with the Brazilian cable channel GNT, which has 47 million subscribers. The Unit conducted a series of exclusive interviews with a range of experts to explain what had been achieved in relation to the Millennium Development Goals and expectations about the Sustainable Development Goals, broadcasts that were targeted to all eight Portuguese-speaking nations. The Presidents or Heads of State of all eight Lusophone nations were also interviewed during the General Assembly. The Portuguese Unit increased its audience on social media, with Facebook followers increasing by 40 per cent in the course of the year. Meanwhile, on the Portuguese YouTube platform, the total number of views reached some 91,138 in December 2015, rising from 70,030 in December 2014.

20. The Russian Unit's coverage of the opening of the seventieth session of the General Assembly attracted higher numbers of listeners and followers on social media, with increases ranging from 22 per cent on VKontakte to a 71 per cent increase in the number of views for United Nations Radio's Russian YouTube account. Especially popular was the live tweeting of major speeches, and the behind-the-scenes photos and videos, which elicited thousands of views. Among the Unit's new partners is the popular news-oriented radio station, Vesti, in Ukraine and the Foundation for Independent Radio Broadcasting in the Russian Federation, which services hundreds of radio stations across the country. The Unit provided extensive coverage of events in Ukraine, focusing on the efforts of the United Nations to provide assistance to people in need. During the months of March and December 2015, the number of sessions reached an annual high of around 40,000.

21. The Kiswahili Unit continued to play an important role in reaching audiences in East Africa, by adapting and producing content on a wide range of sustainable development issues. Its social media presence increased substantially, from hundreds to now thousands of plays on SoundCloud. Increasingly, the team is exploring collaboration with blogs in the region, which largely welcome content on a wide range of United Nations issues.

22. The English Unit made significant strides with its programming, tailoring production to multimedia and social media formats. During the summit for the adoption of the post-2015 development agenda and the opening of the General Assembly, when behind-the-scenes videos and photos were featured, there was increased engagement with a 71 per cent rise in tweet impressions, mentions and followers. The unit also increased partnerships in countries from Kenya to New

Zealand and the United States of America. Programming now features a short daily news bulletin in addition to a longer bulletin, in an effort to adapt to the varying needs of clients.

23. The French Unit increased its programme outreach to areas of francophone Africa where conflict is rife, including through a new partnership with Radio Mikado-FM of the United Nations Multidimensional Integrated Stabilization Mission in Mali, and with Radio Guira-FM in the Central African Republic. The Unit also recorded increased page views and downloads through social media engagement. In October 2015, by stepping up the use of graphics and pictures, French Radio programmes registered 12,000 sessions (a term used for Internet metrics), 24,000 page views and 40,000 downloads across its social media platforms. Increasingly, the French Radio Unit and the United Nations News Centre teamed up to create informative videos and slideshows with the products being shared on multiple platforms, including by United Nations information centres.

C. United Nations Television

24. During the reporting period, the Department increased efforts to make video content available in the Organization's six official languages. Among the principal programmes, *United Nations in Action*, *United Nations Stories* and the *Year in Review* continue to be produced in the six official languages. The monthly feature magazine programme *21st Century* was disseminated to some 90 broadcasters globally. Also during this period, an Arabic version of the programme was produced in partnership with Turkish Radio and Television, adding to the existing Chinese and French language versions.

25. The United Nations Television Section maintained successful co-production partnerships with the United Nations Democracy Fund, the Office of the United Nations High Commissioner for Human Rights, the United Nations Population Fund, UN-Women and many other departments, peacekeeping missions and United Nations programmes, funds and agencies. These partnerships increased the Section's ability to cover United Nations priority issues and themes through field trips to 17 countries around the world, including, among others, Brazil, China, India, Kenya, Myanmar, the Republic of Korea and the United States.

26. Notable achievements during the reporting period include a special edition of *21st Century*, in celebration of the seventieth anniversary of the United Nations. Three segments, each representing one of the three pillars of the Organization — human rights, peace and security and development — highlighted pressing issues facing the world today through in-depth interviews with high-level United Nations representatives, edited with compelling footage from the field. One of these pieces focused on the explosion of the global refugee crisis and migration flows, making it a particularly topical product.

27. In January 2016, the Grammy Award-winning performer, Angelique Kidjo, took over as anchor of the French version of *21st Century*, "XXI^{e} *Siècle*", now entering its fourth year of production. The show, produced in partnership with France's TV5 Monde, which reaches 50 million households with a weekly average global audience of 55 million viewers, is expected to attract even greater audiences owing to Ms. Kidjo's star appeal, especially across Africa and the francophone world.

28. *United Nations in Action*, United Nations Television's long-running series, celebrated its 1,500th episode in December 2015. During the reporting period, a number of short features highlighting the Organization's seventieth anniversary were produced, including about how United Nations stamps are created.

29. In addition, several *United Nations in Action* features focused on the twenty-first session of the Conference of the Parties to the Convention on Climate Change, the 20-year review of the Beijing Declaration and Platform for Action and other major United Nations events and were widely shared across United Nations platforms. In connection with the Conference of the Parties to the Climate Change Convention, for example, one piece featured the Secretary-General inaugurating a solar park in Gujarat, India, which was linked to the Global Solar Alliance, an initiative launched by India. The Section continues to work closely with other United Nations entities, sharing footage and repurposing existing audiovisual materials so as to maximize reach and viewership through both broadcast and social media dissemination.

30. The commemoration of the seventieth anniversary of the signing of the Charter of the United Nations in San Francisco, with the Secretary-General and other high-level officials and dignitaries in attendance, was covered by United Nations Television and shared with Member States via webcast. A five-minute video was also produced in the six official languages. In addition, a special video was created for celebrations of the seventieth anniversary of the United Nations, which premiered at the opening of the general debate of the seventieth session of the General Assembly. The video, entitled "Fanfare for all Peoples" featured an original, specially commissioned music score and unique aerial footage of the United Nations Headquarters premises filmed by unmanned aerial vehicles.

31. Among other videos overseen by the Television Section during the reporting period were a message by the Secretary-General to the peoples of Israel and the State of Palestine produced (in Arabic, English and Hebrew) to help defuse tensions in the region; a message to Comic-Con International highlighting United Nations "real life superheroes", and a short video in celebration of the fifteenth anniversary of the adoption of Security Council resolution 1325 (2000) on women and peace and security. In addition, United Nations Television produced the "I am 70" series, where people talked about their own seventieth birthday in the context of the Organization's seventieth anniversary and the role the United Nations had played in their lives. A video narrated by actor Michael Douglas for the celebration of the seventieth anniversary of the signing of the Charter in San Francisco and a video featuring the role of the Secretary-General on climate change were also produced.

32. The Television Section was awarded the first place in the human rights category and the Ron Kovic Peace Prize at the My Hero International Film Festival held in the United States, for its short film on the courageous action of a United Nations staff member who refused to allow 80 soldiers into a United Nations compound in South Sudan, saving many lives. The film was also used for the World Humanitarian Day and Rights Up Front initiative. Another short documentary, entitled "The path out of violence", focusing on the humanitarian and human rights crisis in the Central African Republic, was screened for World Humanitarian Day in Geneva. Two of the individuals in the film, the Catholic Archbishop of Bangui, Mgr. Dieudonné Nzapalainga, and the President of the Islamic Council in the

Central African Republic, Imam Oumar Kobine Layama, were given the Sergio Vieira de Mello award at a ceremony held at the United Nations Office at Geneva.

33. The availability of Civolution technology, whereby United Nations television products are digitally watermarked, has enabled the Department to track information on when and how products are used by some of the world's broadcasters. In the latter half of 2015, the feature magazine television series *21st Century* and *United Nations in Action* were downloaded and broadcast on a regular basis by PBS (United States), TRT (Turkey), Arirang (Republic of Korea), TV2 (Denmark), CNBC World (United States), Deutsche Welle (Germany), TV5 Monde (France) and several others.

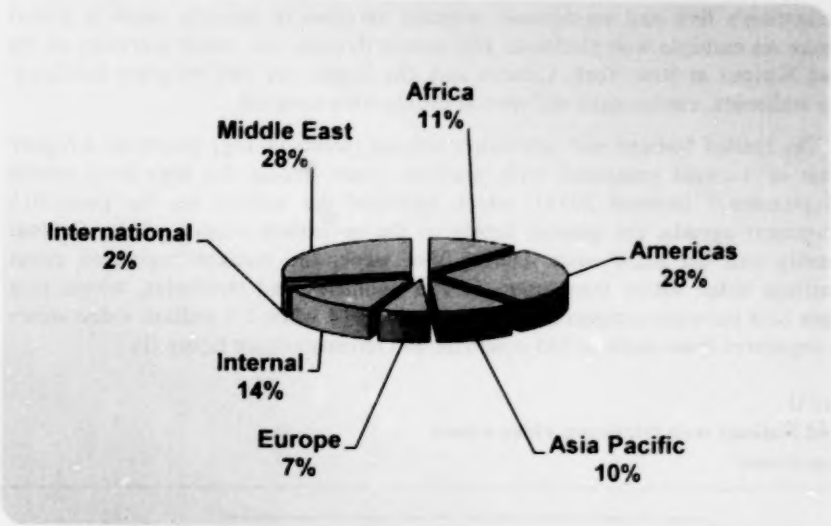
Live coverage

34. During the reporting period, United Nations Television provided gavel-to-gavel, broadcast-quality live feeds to broadcasters around the world of the meetings of the General Assembly, the Security Council and other intergovernmental bodies and major events, as well as press conferences and encounters at Headquarters in New York and at the United Nations Office at Geneva. International conferences sponsored by United Nations system organizations were also covered. The feeds of United Nations Television live coverage were made available through two major global service providers, Switch and Encompass, to worldwide television networks. United Nations Television coverage is also available through the United Nations Television channel on Time Warner Cable in New York and on YouTube. Coverage is also streamed live on Webcast. During the seventieth session of the General Assembly, United Nations Television covered 110 events, including the summit on the post-2015 development agenda and the address of His Holiness Pope Francis to the General Assembly, with simultaneous live feeds of events. United Nations Television also provided a live feed to broadcasters covering the General Assembly debate via the temporary media centre.

UNifeed

35. UNifeed continued to deliver video news stories with special coverage on weekends as needed through Associated Press Television to more than 1,000 broadcast points globally, with content from Headquarters and more than 47 partner agencies, funds and programmes, as well as peacekeeping missions. Select stories were also distributed by Reuters TV and the European Broadcasting Union. Reuters provides video news packages to more than 650 broadcasters with a potential reach of 1 billion viewers, and the European Broadcasting Union is a confederation of 85 broadcasting organizations from 56 countries and 37 associate broadcasters.

Figure I
UNifeed clients by region, January 2016



36. UNifeed also provided broadcast-quality videos on its website for smaller broadcasters, mostly in Africa, that are not subscribers to Associated Press Television or Reuters TV. Registered users include media professionals, government agencies, non-governmental organizations and educational institutions. On average, there were 2,662 downloads per month from broadcasters, an increase of 19 per cent from the previous year. Some of the downloaded UNifeed stories are redistributed further through registered users' online and social media platforms.

37. During the reporting period, UNifeed's coverage of stories on the Syrian Arab Republic and Syrian refugees, as well as coverage of the general debate of the General Assembly, including the summit on the post-2015 development agenda and the Conference of the Parties to the Convention on Climate Change in Paris, received the most attention from broadcasters.

38. The Civolution (Teletrax) data tracking service has reported an average 5,303 monthly plays of UNifeed stories by broadcasters during the reporting period.

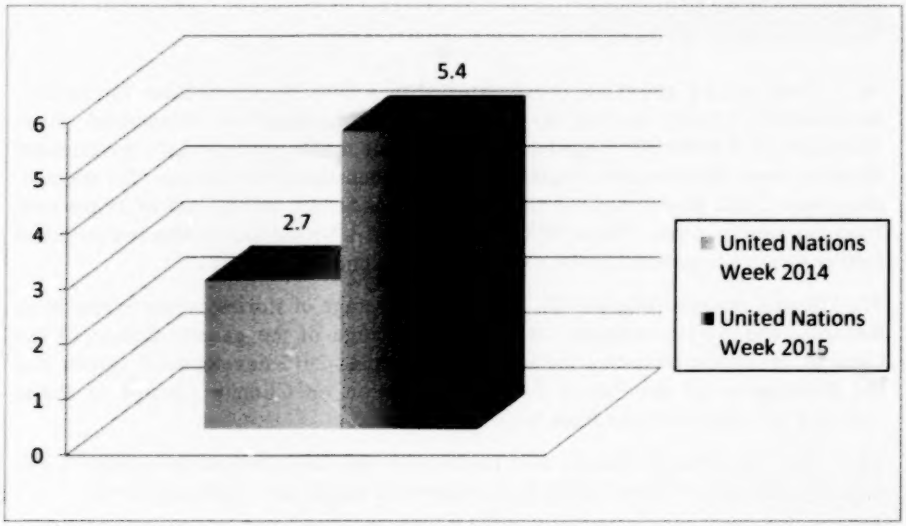
39. Top stories registered by Teletrax included the Secretary-General's visit to Svalbard, Norway, to raise awareness about climate change (1,443 hits); a story from the Office of the United Nations High Commissioner for Refugees about refugees in Europe (623 hits); the seventieth anniversary of the United Nations (379 hits); the signing of the South Sudan peace deal (302 hits); a story from the United Nations Children's Fund on Yemen child casualties (260 plays); and the Paris Agreement adopted by the Conference of the Parties to the Climate Change Convention (222 hits).

Webcasting

40. The Department continuously seeks ways to improve and expand the Organization's live and on-demand webcast services to directly reach a global audience on multiple web platforms and mobile devices. All major meetings of the United Nations at New York, Geneva and The Hague, as well as press briefings, media stakeouts, conferences and special events were covered.

41. The United Nations web television website (webtv.un.org) generated a higher number of viewers compared with previous years during the high-level period (25 September-3 October 2015), which included the summit on the post-2015 development agenda, the general debate of the seventieth session of the General Assembly and the papal visit. During that week, the website registered about 5.4 million video views from users in 225 countries and territories, which is a 100 per cent increase compared to UN week in 2014 when 2.7 million video views were registered from users in 215 countries and territories (see figure II).

Figure II
United Nations web television video views
(Millions of views)



42. The United Nations webcast vastly expanded its reach to global audiences by sharing the live embed codes for streaming in six official languages with many online media and other outlets. This enabled audiences to watch the live webcast coverage of these major events taking place at the United Nations in their preferred language directly from their local media's website. Media outlets that used the live embed codes ranged from the *New York Times*, to O Globo TV, to Vatican TV and several others.

43. In 2015, the number of views of the United Nations channel on YouTube (www.youtube.com/unitednations) exceeded 19.6 million, a 40 per cent increase from the previous year. The number of subscribers to the channel has grown to over 88,000 and a round-the-clock streaming channel was made available on YouTube.

The general debate of the General Assembly generated more than 40,000 comments from global users watching the live debate. To enhance site usability and user engagement, special playlists were created to facilitate access to information on particular issues. These were created for videos in different languages and users were encouraged to comment on them and to share their views.

D. Photos and audiovisual archives

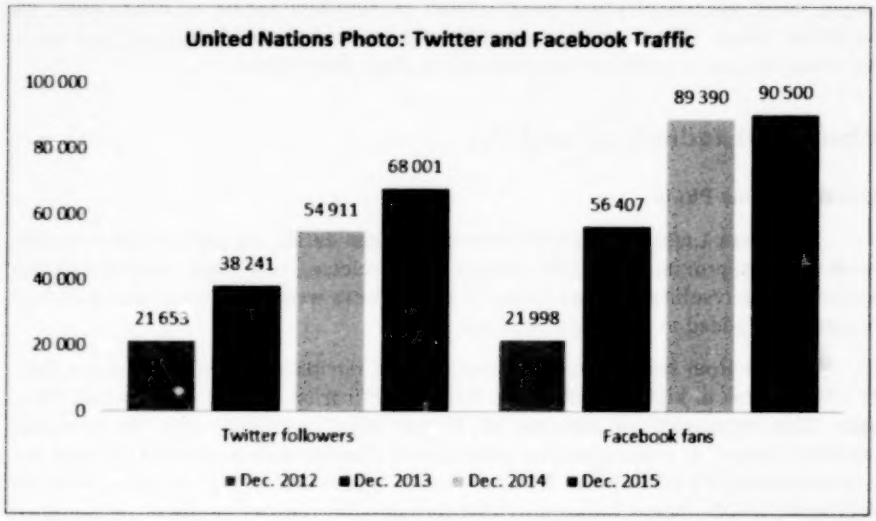
United Nations Photo

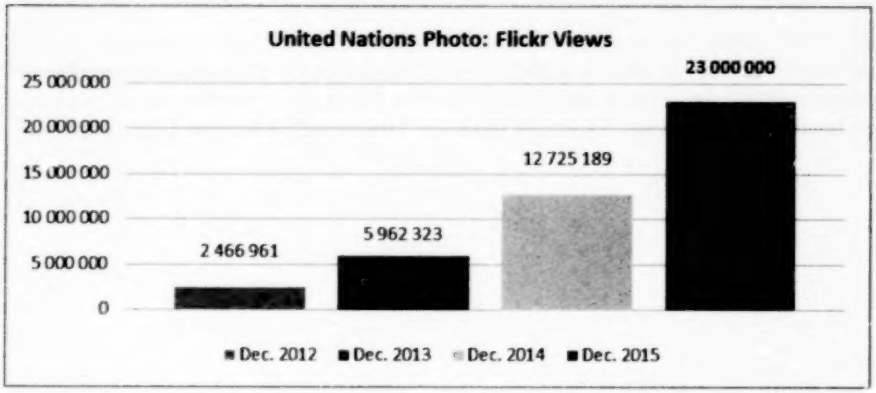
44. More than 1,600 assignments were undertaken during the period under review, resulting in approximately 5,000 images being selected and made available to the public in high resolution on the United Nations Photo website. In total, about 22,348 images were added to the photo database.

45. Visitors from more than 200 countries and territories downloaded more than 117,047 photos in high resolution for further publication and distribution and other uses. This represents an increase of 32 per cent compared with the previous reporting period, as clients became increasingly familiar with downloading from the United Nations Photo website. Manual service is also still in high demand, with an additional 7,900 images being provided through file transfer protocol or e-mailed upon request to permanent missions to the United Nations and members of the public.

46. The United Nations Photo website registered more than 2.8 million unique page views during the reporting period and its social media channels continued to be a popular place for users to find United Nations Photo content, with increases across the board in Flickr views, Facebook likes and Twitter followers (see figure III).

Figure III
United Nations Photo content on social media platforms





Audiovisual archives and library services

47. During the reporting period, the Audiovisual Library played a central role in providing access to and long-term preservation of the Organization's audiovisual archives. The Department continued to look for donors and to raise awareness of the urgent need to digitize seven decades of material for long-term preservation, access and sustainable management.

48. In the past year, two Member States responded to the Department's proposal for funding to digitize and preserve archived audio and visual materials. The Government of Oman made a voluntary contribution of $4.5 million to a trust fund for the digitization of United Nations audiovisual archives. This ongoing project will allow the Department to digitize selected historical audio, films and videos, making them accessible to the global public and preserving them for future generations. The Office of the Prime Minister of Japan, in coordination with the United Nations information centre in Tokyo, Japan, sponsored a project which

allowed the Department to digitize some 200 historic films and videos on the work of Japan in its 60 years at the United Nations. The digital collection is now fully accessible through the United Nations Audiovisual Library website and through the Office of the Prime Minister of Japan. The Department will continue its efforts to seek creative partnerships and the technical expertise necessary for the sustainable management of the Organization's audiovisual archives.

49. The Department continued to use the media asset management system as a primary source of video and audio recordings for the production of its news and media stories. The system also archives all United Nations digital audio and video official recordings, including the related metadata necessary for effective search and discovery.

50. The Audiovisual Library has created and migrated approximately 2,700 metadata records into the media asset management system. Some 11,000 files, including recently digitized legacy analog files, have been entered into the system, allowing easy access and dissemination, and 160,000 audio and video files have been viewed and/or downloaded by clients worldwide.

51. The Department has also refined and expanded the automatic distribution system for high-resolution video and audio-on-demand in more efficient processes. The system now includes UNifeed stories and television features and will soon also be used for other media assets produced by the Department. Today, all content in the media asset management system may be effectively distributed on demand to a worldwide audience in any of the available languages. The Department continued its partnership with the Archives and Records Management Section, the Broadcast and Conference Support Section and the Office of Information and Communications Technology of the Department of Management to address the requirements for long-term preservation and accessibility of these audiovisual records. The Department has a crucial role in providing expert advice in these areas, as well as on the establishment of a secure backup system with full disaster recovery and business continuity for the media asset management system, to protect and preserve contents stored on that platform by the Department (images, audio and metadata). A technical working group with representatives of all stakeholders is working to establish, test, implement and refine standard operating procedures and policies to improve the system.

52. The revamped Audiovisual Library website platform launched last year continued to be improved and refined to include new features and services for Member States, professional media and institutional clients. The website platform offers current and selected historic audio, film and video recordings from a wide range of media from the United Nations audiovisual collection. High-resolution content is delivered on demand and includes content in all six official languages, depending on availability.

E. United Nations News Centre

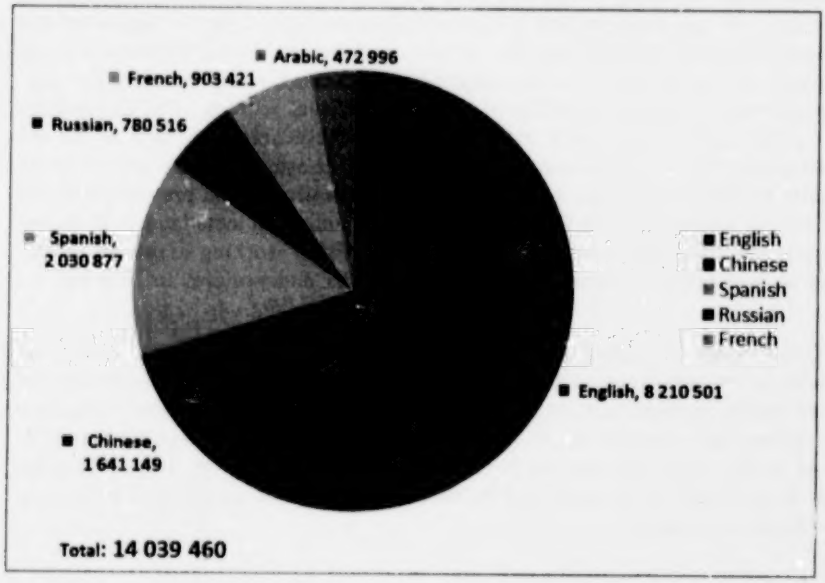
53. The multilingual United Nations News Centre portal provided timely, accurate and balanced news coverage of the latest developments in the United Nations system in all six official languages. In doing so, it coordinated with the relevant substantive offices, including the Office of the Spokesperson for the Secretary-General, the Office for the Coordination of Humanitarian Affairs and the

Departments of Peacekeeping Operations and Political Affairs, and showcased the work of United Nations agencies and programmes to provide an integrated picture of efforts made around the world.

54. Over the reporting period, the United Nations News Centres, in the six official languages, received more than 13.8 million page views, averaging about 1.2 million views per month. Visitors to the News Centres, in all languages, totalled over 5.4 million for the year, equalling approximately 450,000 per month. The most-read English news story for the year, on the adoption of the Sustainable Development Goals, garnered over 39,500 page views from the time of its publication on 25 September 2015 through the end of the year. Meanwhile, on a monthly basis the most popular stories each brought in from 15,000 to 24,000 page views during the month of their publication alone, including a story on the Security Council resolution to eradicate ISIL safe havens, and one on the adoption of the Sustainable Development Goals.

55. There was continued growth on social media platforms, with Twitter followers for the News Centre (English) surpassing the milestone of 200,000, while News Centre English Facebook followers edged up to 390,000. On stories such as Burundi, where the United Nations is seen as an authoritative and exclusive source of information, news stories routinely garnered over 4 million potential impressions.

Figure IV
United Nations News Centre page views by language, 2015



56. Building on the popularity of the "Newsmaker" series of interviews, the English language News Centre created an updated, revamped look and a new name to highlight its keynote interviews with senior officials. Other multimedia productions included a special series linked to the seventieth anniversary of the United Nations called "United Nations art and gifts", showcasing historic gifts to the Organization

from Member States over the past seven decades, and the "Character sketches" series based on the writings of United Nations veteran staff member Sir Brian Urquhart.

57. In an effort to present the news in a more engaging way, the News Services Section has increased the use of multimedia storytelling. For example, at the Conference of the Parties to the Climate Change Convention in Paris, a story written about how the Conference attempted to be carbon neutral included a video featuring an on-site baker who eliminated the need to transport baked goods to conference participants. Almost all feature stories involve a multimedia element, whether videos, photos or both. Content is also shared with colleagues in radio and on social media to further amplify the message and achieve greater audience impact.

58. The issue of climate change was featured heavily by the News Centre in all six official languages, throughout the reporting period, culminating with extensive and in-depth coverage of Conference of the Parties. The adoption of the 2030 Agenda for Sustainable Development, the seventieth session of the General Assembly and stories on refugees, migrants and the conflicts in the Syrian Arab Republic, Yemen, Burundi, the Sudan and the Central African Republic were among the many issues featured prominently on the News Centres website.

59. In addition, the News Centres provided coverage from United Nations conferences away from Headquarters featuring numerous interviews, feature stories and video clips, which included the Thirteenth United Nations Congress on Crime Prevention and Criminal Justice in Qatar (April 2015) and the Climate Change Conference in Paris (December 2015). Coverage away from Headquarters was provided in addition to the daily coverage of meetings and events taking place at Headquarters.

60. The United Nations News Centre has become the major source of information on United Nations activities. The media in some regions, including major news agencies, online publications, newspapers and television and radio stations, widely redistribute and quote News Centre stories.

F. Press releases

61. As a key part of its news-related services, the Department's Meetings Coverage Section provided fast, accurate and comprehensive coverage of all open intergovernmental meetings and selected press conferences at Headquarters and other locations. Between July and December 2015, the Section produced a total of 2,229 press releases, with 10,586 pages in English and French. This output comprised meetings coverage summaries (708), other press releases (1,297) and summaries and transcripts of briefings and press conferences (224).

62. Coverage was made available in hard copy at Headquarters and distributed to worldwide audiences online and through the United Nations information centres, and included:

(a) A total of 428 press releases relating to the main session of the General Assembly, including plenary meetings and meetings of the Main Committees, from mid-September to December 2015;

(b) A total of 419 press releases covering the Security Council, including ministerial-level meetings on settlement of conflicts in the Middle East and North

Africa and countering the terrorist threat in the region; countering the financing of terrorism and violent extremism; and women and peace and security. Coverage also included substantive debates on Afghanistan, Burundi, the Central African Republic, Mali, Somalia, South Sudan, the Syrian Arab Republic, Ukraine, Yemen, the Middle East, children and armed conflict, the non-proliferation of nuclear weapons, peace and security in Africa, the international criminal tribunals and the protection of civilians, as well as Security Council press statements;

(c) At least 38 press releases on the Economic and Social Council, including coverage of its substantive session held at United Nations Headquarters in 2015;

(d) A total of 1,104 other press releases, including statements, remarks and messages from the Secretary-General and the Deputy Secretary-General, as well as materials from other United Nations offices and departments.

III. Other services

Services to the media: media accreditation and liaison

63. During the general debate of the seventieth session of the General Assembly, the summit for the adoption of the post-2015 development agenda and the papal visit, the Department provided services to a record number of approximately 5,000 journalists. In addition to the regular, long-term accredited journalists, about 4,000 new media passes were issued just for the high-level events. Besides coordinating coverage of meetings, the Department facilitated 160 photo opportunities of the Secretary-General and various dignitaries, and provided support to 105 stakeouts, press conferences and events at United Nations Headquarters. The Department worked closely with the Holy See to plan for and ensure smooth media access and coverage of the papal visit.

64. From October to December 2015, the Department's Media Accreditation and Liaison Unit provided accreditation to 800 media representatives and continued to assist the press with coverage of United Nations activities. It continued to disseminate information about United Nations events and official documents through its daily media alert, the Media Documents Centre and its Twitter account, which has close to 33,000 followers, a 20 per cent increase year-on-year.

IV. United Nations website

65. The Department has continued to increase and improve the volume of website content on the United Nations website (un.org) in all six official languages. Not only has this advanced language parity, but it has also increased the volume of content available with the new United Nations digital brand, which was released in March 2015.

66. The United Nations website has been significantly rebranded and expanded with new sections that provide full and detailed coverage of the Charter; the Universal Declaration of Human Rights; an interactive history of the United Nations; the United Nations and the Nobel Peace Prize; a new and improved site index; upgraded landing pages covering documents, conferences and events; answers to frequently asked questions and a contact form; a series of pages

describing United Nations issues in depth; and an integrated landing page on the principal kinds of video content the United Nations produces. In addition, efforts to achieve language parity on the website for the Office of the Special Adviser on Africa have continued with new sections created in Arabic, Chinese and Russian.

67. Web-based coverage of United Nations observances has increased with the development of new multilingual websites for the following: Human Rights Day (10 December); International Day of Commemoration and Dignity of the Victims of the Crime of Genocide and of the Prevention of this Crime (9 December); World Soil Day (5 December); World Youth Skills Day (15 July); International Day of Yoga (21 June); and International Albinism Awareness Day (13 June).

68. The Department further assisted a wide variety of partner United Nations offices and departments by redeveloping their websites using the new digital brand and web content management technologies (such as WordPress and Drupal). Examples include new websites for the Department of Political Affairs; the United Nations Office on Sport for Development and Peace; the Rule of Law Unit (part of the Executive Office of the Secretary-General); the Counter-Terrorism Implementation Task Force (part of the Department of Political Affairs); the United Nations Counter-Terrorism Centre; the Security Council subsidiary organs; the Security Council Committee established pursuant to resolution 1373 (2001) concerning counter-terrorism; and the Economic and Social Council.

69. United Nations milestone events for 2015 were reflected in the work of the Web Services Section, which launched a special section on the United Nations website to cover sustainable development (http://www.un.org/sustainabledevelopment/) dedicated to coverage of the Sustainable Development Goals. During the period of the summit for the adoption of the post-2015 development agenda, the new look of the United Nations home page was temporarily redesigned as a special edition showcasing the Sustainable Development Goals. As the seventieth anniversary approached, work on the website to celebrate the anniversary (www.un.org/un70) was significantly increased and provided detailed coverage of a wide variety of related media and events, such as the *Turn the World Blue* campaign. Likewise, coverage of the Conference of the Parties to the Climate Change Convention in Paris was covered in all six official languages and updated on a daily basis.

70. During the general debate of the seventieth session of the General Assembly, video, audio and document coverage was provided by the Web Services Section using a dedicated website (http://gadebate.un.org). In addition, a completely new website for the President of the General Assembly, in all six official languages, was launched. This site featured a new blogging section allowing staff members of the Office of the President of the General Assembly to update the site directly from a smart phone.

71. The Department continues to explore new and innovative ways of using websites to attract visitors and raise awareness of the United Nations through digital channels. Some examples of these include "Character sketches", a new microsite containing interviews (http://www.un.org/apps/news/infocus/charactersketches.asp); an "In focus" microsite for migration issues (http://www.un.org/apps/news/infocus/migration.asp); a feature containing notable quotes from speakers in the general debate called "Heard at the United Nations" (http://www.un.org/en/news-event/ga-quotes/); and "In case you missed it", which highlights memorable stories and media from the previous two weeks (http://www.un.org/en/ICYMI/).

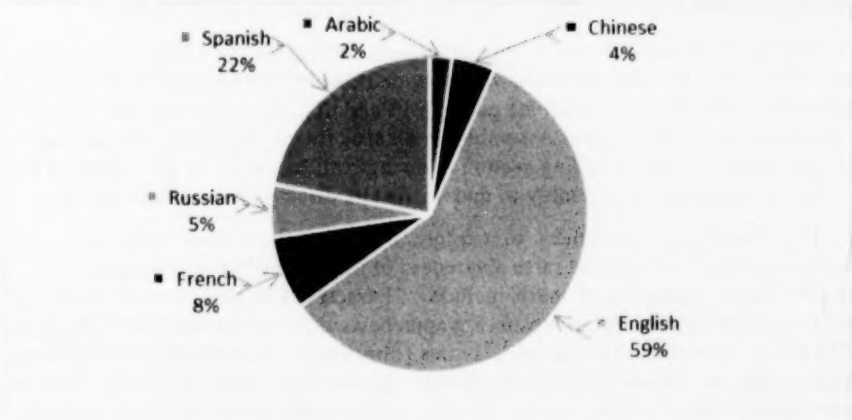
72. The Department has been active in advocating and enforcing website governance in the United Nations, with a focus on multilingualism, accessibility and the digital brand. A new website on web accessibility was launched, which raises awareness of the subject and offers concrete tools and guidelines to make sites more accessible (http://www.un.org/webaccessibility/). Samples of website templates that are fully accessible have been developed for free distribution within the United Nations, and the Department's work on this topic has been raised through its participation in the Interdepartmental Task Force on Accessibility (convened by the Department of Economic and Social Affairs), iSeek articles and a dedicated video in the style of a public service announcement underscoring the importance of website accessibility.

73. Under its mandate of website governance, the Web Services Section ensures that any website that wishes to use the un.org domain name is fully reviewed for multilingualism and accessibility. Information concerning use of the United Nations website by language is given in the table and figure V below.

United Nations website traffic by language, 1 January-30 November 2015

Language	*Session*	*Users*	*Pageviews*	*Pages per session*
Arabic	1 398 989	982 885	3 260 793	2.33
Chinese	2 528 177	2 026 255	6 108 217	2.42
English	32 801 109	20 150 488	81 638 613	2.49
French	4 445 233	2 997 985	10 520 664	2.37
Russian	3 458 547	2 265 345	7 567 445	2.19
Spanish	15 313 839	11 114 816	30 627 513	2.00
Total	**59 945 894**	**39 537 774**	**139 723 245**	**2.30**

Figure V
United Nations website page views by language, 1 January-30 November 2015



V. Multilingualism

74. Social media reach has improved at a steady rate in all official languages. The United Nations Arabic social media platforms experienced new highs in terms of engagement during the General Assembly's high-level week. The Arabic Twitter account gained 11,200 new followers, 2 million tweet impressions and 3,500 retweets. This is attributed to much richer content being posted on the Arabic channels, such as data visualizations, infographics, banners, posters and images.

75. By delivering real-time quotes of leaders' statements along with direct links to the official Arabic texts and videos of leaders' speeches (when available), the United Nations Arabic Facebook account received 100,000 new likes and a record of 3,073,205 viewers was reached.

76. For Chinese, the number of United Nations Weibo followers has reached 7.47 million. The followers of WeChat and Renmin microblogs reached a total of 519,092, an increase of 8 per cent compared with 2014. In 2015, the Department's Web Services Section's Chinese Unit produced and uploaded about 280 short videos to the video application accounts Meipai, Miaopai and Weishi, which have been viewed over 330 million times. The total number of the subscribers to these three accounts has reached 8.7 million.

77. During the General Assembly, the Web Services Section Chinese Unit published 105 articles on WeChat, which yielded a total reach of 28.8 million. The number of short posts published about United Nations Day in October 2015 was 63, with a total reach of 32.7 million.

78. French social media activities included regular updates to YouTube, Twitter and Facebook. The United Nations French Facebook account has seen its fan base increase to 200,000 as at November 2015 from 178,000 in December 2014.

79. The social media accounts in Russian have continued to attract large numbers of Russian-speaking audiences around the world, demonstrating solid growth rates of 30 to 60 per cent per year. The United Nations YouTube account in Russian has been especially successful and experienced a 400 per cent growth in terms of video views over the course of 2015.

80. Concerning Spanish social media, the United Nations Spanish YouTube channel surpassed one million views, reaching 1.5 million views, a 125 per cent increase with respect to the previous year. Twitter surpassed half a million followers, a 54 per cent increase with respect to the previous year.

VI. Conclusion

81. The Department has undertaken several activities that examine industry trends and how newsrooms and intergovernmental organizations are adapting to the radical changes in global news consumption habits and patterns. While traditional media continues to be used widely in many parts of the world, increasingly, the trend towards using handheld and mobile devices, and reliance on digital and social media, is dramatically reshaping who has access to news and how they obtain information about international events and the work of the United Nations. The Department will work to adapt its products to meet this new reality.

82. The Department is continuing its efforts to train its news and content producers in multimedia techniques and to improve content management optimization. As the demands on the Department to meet new media needs increase, it will seek to adapt by organizing capacity around languages to allow for creative solutions.

83. Preserving the invaluable audiovisual archives of the Organization is also of high importance to the Department, which, through voluntary contributions, will make advances in its efforts towards the digitization of the majority of the United Nations collection in the most cost-effective way that ensures their access to future generations. This process is already under way.

84. To ensure the continued quality and quantity of programmes and to strengthen multilingualism, the Department will explore the improvement of the coordination and workflow among languages. The General Assembly decided not to approve the resources to expand the multilingual capacity of the Department contained in the proposed programme budget for the biennium 2016-2017 (resolution 70/247). While the Department will continue to make efforts to increase its multilingual output within existing resources, the decision has an impact on its capacity to undertake activities in additional languages.

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Activities of the Department of Public Information: outreach and knowledge services

Report of the Secretary-General

Summary

The present report, prepared in accordance with General Assembly resolution 70/93 B, provides a summary of the key advances made by the Department of Public Information from September 2015 to March 2016 in promoting the work of the United Nations to the global audience through its outreach services.

The outreach services subprogramme, which is one of three subprogrammes of the Department and is implemented by the Outreach Division, works to enhance understanding of the role, work and concerns of the United Nations and to encourage the exchange of ideas, information and knowledge in support of the goals of the Organization.

The activities of the other subprogrammes of the Department, namely, strategic communications services and news services, are described in separate reports of the Secretary-General (A/AC.198/2016/2 and A/AC.198/2016/3).

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I. Introduction

1. In its resolution 70/93 B, the General Assembly took note of the reports of the Secretary-General on the activities of the United Nations Department of Public Information, submitted for consideration by the Committee on Information at its thirty-seventh session (A/AC.198/2015/2-4), and requested the Secretary-General to continue to report to the Committee on the activities of the Department.

2. In the same resolution, the General Assembly called upon the Department of Public Information to provide specific information on a number of its activities. The Bureau of the Committee on Information advised the Department to present the requested information in three parts, in accordance with the three subprogrammes of the Department, namely: strategic communications services, news services and outreach services.

3. The present report on the activities of the outreach and knowledge services provides an overview of the strategic direction of the outreach subprogramme and highlights activities undertaken in the process of reaching out to a wide range of important constituencies. It also provides a summary of the activities undertaken by the Department's library services, including the Dag Hammarskjöld Library at United Nations Headquarters. Unless otherwise indicated, the report covers the activities of the Department for the period from September 2015 to March 2016.

II. Developing increased understanding and support for the work of the United Nations

4. During 2015, the year in which the United Nations celebrated its seventieth anniversary, the Department continued to play a vital role in reaching out to a number of constituencies, such as civil society, young people, academic institutions, educators, students, artists, the entertainment industry, the private sector and local communities, in order to develop a deeper understanding of, and support for, the ideals and activities of the Organization. The outreach efforts had special resonance during the time of the commemoration and beyond, with the ideals of the Organization at the forefront of current affairs in the areas of peace and security, human rights and sustainable development. The objective of the Department has been, in all of its activities, to strive to mobilize the consciousness of its multiple constituencies around the importance of the above-mentioned themes.

5. The Department has proactively sought to engage its various constituencies in a timely fashion, bearing in mind the need to do so in as many languages as possible, while conducting the necessary ongoing evaluation of its multiple activities. It has sought to serve the needs of Member States, staff and researchers through its multiple products and services and to reinforce internal communication within the Organization. The Department continued to widen the scope of its outreach, targeting new and larger audiences worldwide by fostering participation and involvement in the work of the Organization through its websites, publications, conferences, briefings, visitors' services and teaching materials.

III. Engaging the public: guided tours

6. The Guided Tours Unit continued to reach a vast and diverse audience by employing multilingual staff and offering tours in a variety of languages. In addition to English, all tour guides speak another language, and many of them speak three or four languages fluently. During the reporting period, 25 multilingual tour guides offered guided tours in the six official languages of the United Nations, as well as Dutch, German, Hebrew, Italian, Japanese, Korean and Portuguese, in response to popular demand.

7. The General Assembly Building reopened in January 2015, and more than 181,000 visitors toured Headquarters between 1 January and 31 December 2015. From January to November 2015, there was a 38 per cent increase in visitors compared with the same period in 2014. In December 2015, there was a 46 per cent increase in visitors compared with the previous year. In January and February 2016, almost 62,000 additional visitors took the guided tour.

8. More than half of the visitors taking guided tours were children and students. For children between the ages of 5 and 12, a tour specially tailored for children was offered at least once a week.

9. During the reporting period, the Visitors' Services Section offered numerous activities and programmes. Briefing programmes reached more than 22,800 people, the majority of whom were participants from high schools and universities. Representatives of professional associations, non-governmental organizations and other civil society groups also participated in the outreach programmes. Briefings were offered in the six official languages, as well as in Italian, Japanese, Korean and Portuguese. The Public Inquiries Unit provided materials for individual visitors, teachers and students on a continual basis. Fact sheets about the United Nations were produced and distributed in the six official languages.

IV. Enhancing, empowering and strengthening the voice of young people

A. United Nations Academic Impact initiative

10. Since its launch on 18 November 2010, the United Nations Academic Impact initiative has grown to include more than 1,000 institutions in nearly 120 countries. It continues to act as a conduit of research, innovation and technical expertise from the academic and research communities to the United Nations and to harness the work being done at institutions of higher learning and research for the benefit of the global community. During the reporting period, the initiative held numerous symposiums, panel discussions, conferences and workshops on a range of issues, including those related to the Sustainable Development Goals.

11. In September, the initiative hosted a discussion on building sustainable and resilient cities for disaster risk reduction that brought together urban planners, architects and community activists to discuss how to create more sustainable cities. In October, the second annual J. Michael Adams Lecture and Conversation Series was held at Headquarters and featured a discussion with former Permanent Representative of the United States of America to the United Nations, Thomas

Pickering, on the 70-year history of the United Nations and future the challenges. In November, the event commemorating the initiative's fifth anniversary brought together educators and thought leaders for a discussion on developing the next generation of global leaders. In January, the initiative hosted a two-day conference with George Mason University on battling poverty and income inequality and a symposium with the International Studies Association on lessons learned from nearly 70 years of United Nations peacekeeping in confronting war and violence.

12. The initiative has continued to engage with audiences through social media, with 11,000 Facebook followers and 4,000 Twitter followers. It also shares information with member institutions through its newsletter, issued every other month, and periodic guidance notes on major events, such as the twenty-first Conference of the Parties to the United Nations Framework Convention on Climate Change, held in Paris from 30 November to 11 December 2015, and provides information to universities on how they can more closely align their research activities and curricula with the work of the United Nations. The initiative uses its website to promote greater understanding of the Sustainable Development Goals and the work being done in those areas by curating special series of articles on various aspects of the Goals. To date, two series, on global public health and food security, have been featured, with articles submitted by researchers from member schools.

B. Model United Nations programmes

13. The Department engaged with students ranging from the primary school to the university levels through the Global Teaching and Learning Project by expanding its outreach to model United Nations programmes around the world. During the reporting period, project-related training sessions were in the new approach developed for simulating the General Assembly and Security Council, called "UN4MUN". The Department conducted trainings on the new approach in Brazil, the Dominican Republic, the Netherlands and the United States. In addition, it supervised the implementation of the new approach in programmes based in the Republic of Korea and the United States. The Department conducted a model United Nations workshop, held at Headquarters from 6 to 9 November, which was attended by 130 model United Nations student leaders and advisers from approximately 30 countries. It assisted and partnered with the World Federation of United Nations Associations in training the student leaders and delegates who attended the World Federation international model United Nations conference, which was attended by 500 international students, and in hosting the opening and closing ceremonies of the conference, held on 10 and 14 November in the General Assembly Hall. This marked the first time that the UN4MUN approach to simulating the General Assembly was used at Headquarters and the first time that a more accurate approach to simulating the Security Council was used. These activities aimed at deepening students' understanding of the way in which decisions are made at the United Nations and improving the accuracy with which meetings at the United Nations are simulated.

C. International Day of Peace

14. A student conference was organized at Headquarters on 21 September, in observance of the International Day of Peace. The theme of the Day was "Partnerships for peace: dignity for all", highlighting the importance of the many partnerships between the United Nations and Governments, civil society, the private sector, faith-based groups and other non-governmental organizations that have been essential to its success throughout the history of the Organization. The student conference was attended by 750 students from Canada, Mexico and the United States. Young people from Beirut gathered at the headquarters of the United Nations Interim Force in Lebanon and participated remotely via videoconference to discuss the theme. The programme included remarks by the Secretary-General, United Nations Educational, Scientific and Cultural Organization (UNESCO) Goodwill Ambassador for Intercultural Dialogue Herbie Hancock, Messengers of Peace Jane Goodall, Michael Douglas and Yo-Yo Ma and the Envoy of the Secretary-General on Youth. The programme included a musical performance by Yo-Yo Ma, a live demonstration of taekwondo organized by Global Cooperation Society International, a musical performance by the United Nations International School Vocal Chamber Ensemble, as well as a presentation of peace projects spearheaded by youth. The entire event was webcast live.

D. "United Nations works for you"

15. The initiative "United Nations works for you", known as UN4U, is an outreach programme in which United Nations officials visit schools in order to speak to students about the Organization, its ideals and activities. Now in its eighth year, UN4U has been broadened to include both public and private schools, with speakers travelling beyond New York City to neighbouring suburban communities and to other states in the region, including Connecticut, New Jersey and Pennsylvania. The initiative spans the entire academic year, from September to June. By the end of the current academic year, it will have reached out to approximately 2,800 students in 12 schools in the region.

E. Reham Al-Farra Memorial Journalists Fellowship Programme

16. In 2015, 15 participants (9 women and 6 men) from Albania, Bangladesh, Bolivia, Botswana, China, Egypt, India, Jordan, Nepal, Peru, the Republic of the Congo, South Africa, South Sudan, Timor-Leste and Turkey were selected to participate in the Reham Al-Farra Memorial Journalists Fellowship Programme. For 2016, the Department aims at selecting another 15 qualified candidates from a pool from 35 countries. Since its inception, 551 journalists and broadcasters from more than 168 countries have taken part in the Programme. In addition, a total of 21 journalists from different regions participated remotely in 2015. Remote participation was granted to interested and qualified journalists who were not able to attend the programme in person owing to the lack of available funds. These journalists participated via social media discussion forums and received selected training materials, ensuring the further expansion and impact of the Programme.

F. Office of the Envoy of the Secretary-General on Youth

17. The Office of the Envoy of the Secretary-General on Youth continued to increase outreach to youth and the promotion of youth participation within the United Nations system. Having built a strong working relationship with different United Nations agencies, Governments, youth organizations, civil society, academia and media stakeholders, the Office of the Envoy has continued to act as a harmonizer and catalyst to enhance the position of young people within and outside the United Nations system, while supporting the United Nations System-wide Action Plan on Youth.

18. The Office of the Envoy led the United Nations system's efforts on youth engagement in the United Nations summit for the adoption of the post-2015 development agenda, held from 25 to 27 September 2015, which included the participation of 193 youth representatives from around the world. They witnessed the historic moment of the adoption of the 2030 Agenda for Sustainable Development and joined rights activist Malala Yousafzai in her address on behalf of the world's youth to the world leaders attending the summit. During a high-level side event at the summit, the Envoy announced the Global Youth Partnership for the Sustainable Development Goals and launched its web-based platform, the Youth Gateway, which provides young people with online opportunities for awareness-raising and engagement in the implementation of the 2030 Agenda.

19. The Office of the Envoy continues to advocate for a shift in the narrative on young people in the area of peace and security to help ensure that youth are not cast as either victims or perpetrators of violence, but rather acknowledged as important partners in efforts to counter violent extremism and in peacebuilding. In November 2015, the Envoy addressed the Peacebuilding Commission at its first ever session dedicated to the role of youth as peacebuilders. These and other earlier efforts undertaken in close collaboration with a range of key partners contributed to the unanimous adoption, in December 2015, of the historic Security Council resolution 2250 (2015) on youth, peace and security, which presented a breakthrough in the recognition of the role of young people in building sustainable peace and preventing violent extremism.

20. The Envoy played a key advocacy role in ensuring youth engagement at the twenty-first Conference of the Parties to the United Nations Framework Convention on Climate Change and the eleventh Conference of Youth, which preceded it. He addressed the participants of the Conference of the Parties on the theme "Youth and future generations", emphasizing the need to engage youth in climate action efforts.

21. The Office of the Envoy, as a co-organizer of the annual Economic and Social Council Youth Forum, held under the auspices of the President of the Economic and Social Council, actively engaged in the Forum, which has continued to grow in recent years and, to date, represents the United Nations institutional mechanism with the highest level of youth participation. The 2016 Forum, which focused on the theme "Youth taking action to implement the 2030 Agenda", brought together the largest number of participants since its inception and more than 70 delegations from capitals attended, including some 20 at the ministerial level. The Forum provided a platform for youth representatives to engage in dialogue with representatives of Member States and other stakeholders on specific commitments and actions to realize the Sustainable Development Goals at the national, regional and global

levels and identify possible avenues for young people to contribute to the intergovernmental review of the implementation of the 2030 Agenda.

22. The Envoy continued to promote youth priorities through traditional and social media. Media outreach and advocacy efforts were undertaken to continue to call for increased investments in youth development and the implementation of high quality national youth policies. The Envoy undertook missions and attended events around the world to advocate for a strong youth agenda at all levels.

V. Library services

A. Steering Committee for Libraries of the United Nations

23. The 19th meeting of the Steering Committee for Libraries of the United Nations was held in Hamburg, Germany, on 26 August 2015. Areas of cooperation discussed included: the promotion of inter-library loans and document delivery between member libraries; translation assistance with regard to the research guides; creation of a "splash page" for the websites of United Nations libraries; the possibility of incorporating library catalogues into a shared system; and the interoperability of the various library repositories. It was decided to address the issue of a new strategy for library services once a decision is made on the proposal with regard to a library board.

B. Cooperation between the Dag Hammarskjöld Library and Library of the United Nations Office at Geneva

24. The Dag Hammarskjöld Library and the Library of the United Nations Office at Geneva established cooperation concerning the purchasing and operation of digital and integrated library systems. In this respect, the Dag Hammarskjöld Library signed a contract for a new digital library system for the management, processing and access to United Nations documents and publications. The Geneva library will use the same system to process and manage its United Nations documents. The system will be managed by the Dag Hammarskjöld Library. In addition, the Dag Hammarskjöld Library is using the Geneva library's contract with a vendor to share their integrated library system for the management of external (non-United Nations) content at a fraction of the cost it would have otherwise paid.

C. Client services

25. From September 2015 to February 2016, the Dag Hammarskjöld Library's online knowledge database was accessed 107,092 times, of which 88,767 were for services in English, 15,442 for Spanish and 2,883 for French. In addition, a total of 4,783 requests were received through the online knowledge platform, Ask Dag, that allows users to submit their questions online. Around 900 of them came from permanent missions to the United Nations and more than 1,700 from United Nations staff and offices.

D. Digitization programme

26. During the past 17 years, the Dag Hammarskjöld Library and Library of the United Nations Office at Geneva digitized a combined total of 379,735 documents (some 4,946,773 pages), including all core Security Council documents, the majority of General Assembly documents and some Economic and Social Council documents. Under the current arrangement, the Dag Hammarskjöld Library digitizes the English, French and Spanish versions whereas the Geneva library manages the digitization of those in Arabic, Chinese and Russian. Metadata creation is shared between both libraries, with the bulk of the work being done by the Dag Hammarskjöld Library, and the uploading to the Official Document System is carried out at each duty station. The cost for in-house digitization is estimated at $3.48 per page.

27. The results of the in-house digitization operations have been of excellent quality. There remains, however, approximately 2.5 million important older documents that need to be digitized as a matter of priority. The Dag Hammarskjöld Library estimated that more than 17 million documents remained in paper format, of which about 3 million documents and 8,000 maps were identified as being important. The in-house digitization programme had previously digitized close to 500,000 of these 3 million documents, leaving about 2.5 million still to be digitized. It is estimated that, given the magnitude of the task, the remainder will take several years to complete.

28. The digitization programme is necessary because of the rapid deterioration of paper, owing to inadequate preservation practices and the use of low quality paper in printing, inadequate storage space and unfavourable environmental conditions, such as high humidity and heat.

29. In response to paragraph 86 of General Assembly resolution 70/9, the Department prepared a proposal for extrabudgetary resources for the outsourcing of the digitization of 1 million older important documents, consisting of the official records of the major United Nations organs, including resolutions, meeting records, reports of committees, commissions and other major bodies, budgetary and financial reports, reports of major United Nations conferences and the related preparatory meeting documents.

30. The remaining 1.5 million documents will continue to be handled in-house using the resources of the Department for General Assembly and Conference Management and the Department of Public Information. A number of Member States have expressed interest in funding such projects on a voluntary basis, which would allow for increased in-house operations or outsourcing.

31. With regard to scope, the main outsourcing will include scanning around 1,000,000 documents and maps, quality control of the scanned output, conversion for optical character recognition, factual metadata creation and uploading to the Official Document System, the United Nations digital library and other websites. It is estimated that four years will be needed to digitize the million selected documents. The process involves the selection of the vendor and the provision of specifications to the vendor, the inventory and preparation of documents, scanning and post-scanning operations, basic metadata creation, quality control and uploading. The cost of the entire process is estimated at $4.632 million and will

include the completion of the digitization of General Assembly and Economic and Social Council documents and 8,000 maps produced by the United Nations.

32. Upon completion of the project, four objectives will be achieved. First is the digitization of all remaining core General Assembly parliamentary documents issued between 1946 and 1993. This includes approximately 440,000 official records, supplements, resolutions and general series documents (about 5 million pages). Second is the digitization of all Economic and Social Council parliamentary documents, including subsidiary bodies, issued between 1946 and 1993, which is estimated at 300,800 documents (3.7 million pages). Thirdly is the digitization of 8,000 sheet maps produced by the United Nations. Fourth is the availability of digitized material online through the United Nations digital library and the Official Document System.

E. Depository libraries programme

33. In March 2015, a proposed framework for new arrangements for the depository libraries programme was presented by the Dag Hammarskjöld Library to be discussed and approved by the United Nations Publications Board. It is envisioned that the new offering will be primarily composed of digital materials and will depend on the development of the digital library system that is currently in the initial stages of implementation. The new concept for the programme was presented informally at the meeting of the Government Documents Round Table at the annual conference of the American Library Association, held in San Francisco, California, in June 2015. An update was presented to the Government Information Librarian of Stanford University specializing in state, local and international documents, in October 2015, and at the meeting of the Government Documents Round Table at the midwinter conference of the American Library Association, held in Boston, Massachusetts, in January 2016.

F. Library material acquisitions

34. In response to paragraph 83 of resolution 70/93 B, between September 2015 and February 2016, the Dag Hammarskjöld Library acquired 810 monographs, broken down by language as follows: Arabic (5), Chinese (5), English (776), French (8), Russian (0), Spanish (16) and other (10).

G. Library outreach

35. In December 2015, the Dag Hammarskjöld Library, in collaboration with the Yearbook Unit of the Outreach Division, prepared 362 print copies of the 2011 *Yearbook of the United Nations* for shipment to depository libraries worldwide.

36. Representatives of the Dag Hammarskjöld Library gave a remote presentation of the Library's research resources at a session of the World Congress of the International Federation of Library Associations and Institutions, held in August 2015. The Library organized an event during Africa Week that highlighted its resources about Africa and attracted 45 attendees, including delegates, Secretariat staff and representatives of non-governmental organizations. In November, the

Library hosted a group of 10 visitors from the library and archives division of the National museum of Sweden for a tour and presentations.

H. Online exhibit entitled "70 years, 70 documents"

37. To celebrate the seventieth anniversary of the Organization, the Dag Hammarskjöld Library presented an exploration of the 70 key documents that have shaped the United Nations and our world (see http://research.un.org/en/UN70). The documents and archival photos selected by the Library team honour the work of the United Nations in the areas of peace and security, development and human rights. As at October 2015, more than 1.6 million people had viewed the exhibit and the related content on the Library website (36,000 views) and on the Library's social media channels (1.5 million views on Twitter and Facebook) and blog (60,000 views on Tumblr).

VI. Remembrance activities

A. Holocaust and the United Nations Outreach Programme

38. The Holocaust and the United Nations Outreach Programme partnered with Member States and civil society to further Holocaust education and remembrance around the world.

39. In partnership with the Permanent Mission of Hungary to the United Nations, the Programme opened the exhibit on the theme "Pharajimos: Holocaust of the Roma people", on 11 September at the Permanent Mission of Hungary. The exhibit highlighted the tragedy faced by the Roma and Sinti people during the Second World War.

40. On 18 November, the Programme marked the *Kristallnacht* pogrom with a round table discussion to examine the role of faith and identity in the promotion of peace, in partnership with the Office of the Special Adviser on the Prevention of Genocide. Panellists explored how faith and circumstances help to shape an individual's identity, influence actions and attitudes and encourage the promotion of peace.

41. On 25 January, the exhibition entitled "The Holocaust by bullets", sponsored by Yahad-in-Unum and the Permanent Mission of France to the United Nations, opened. It was followed by the opening, on 26 January, of the exhibition entitled "Life after survival", sponsored by the Permanent Mission of Germany to the United Nations. On 28 January, the Programme organized the regular Department of Public Information non-governmental organization briefing on the theme "The future of Holocaust education", in partnership with the International Holocaust Remembrance Alliance, and a screening and discussion of the film *Woman in Gold*, in partnership with the World Jewish Congress.

42. In New York, the Programme organized the annual Holocaust memorial ceremony, held on 27 January 2016, which featured a keynote address by Beate Klarsfeld, who has dedicated her life to the promotion of Holocaust remembrance and has spent many years documenting the Holocaust to enable the prosecution of war criminals. Personal testimony was delivered by Haim Roet and Marta Wise,

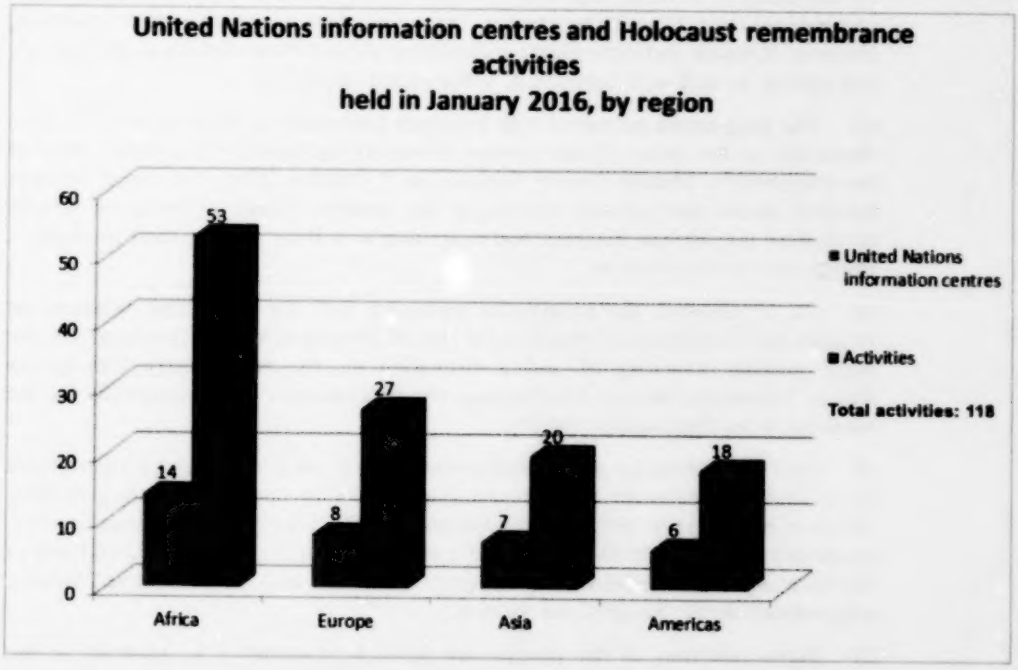
Jewish survivors of the Holocaust, and Zoni Weisz, a Dutch Sinto survivor of the Holocaust.

43. In January, the Programme published volume III of its *Discussion Papers Journal*, with contributions from authors from eight countries who are experts in the field of Holocaust and genocide studies. The publication included a foreword by the Under-Secretary-General for Communications and Public Information and an overview of the activities of the Programme. The publication is available online at www.un.org/holocaustremembrance.

44. The Programme provided support and guidance to the global network of United Nations information centres and services for Holocaust remembrance and education activities in all regions of the world. The Programme, with the assistance of the United Nations Information Service in Geneva, the United Nations Information Centre in Moscow and the United Nations Information Centre in Buenos Aires, provided educational materials, including a poster exhibit on the Holocaust in English, French, Russian and Spanish, and the film *Woman in Gold*, produced by the Weinstein Company in English, French, German and Spanish. The field offices held 118 Holocaust education and remembrance activities in 35 countries in January, including memorial ceremonies, student briefings, exhibit openings, film screenings and discussions, round tables and social media campaigns (see figure I).

Figure I

United Nations information centres and Holocaust remembrance activities held in January 2016, by region



B. International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade and the Remember Slavery programme

45. Working in close collaboration with the Caribbean Community and the African Union, the Remember Slavery programme is planning a series of activities at Headquarters and around the world through the global network of United Nations information centres to mark the annual observance of the International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade. The theme for the 2016 commemoration, "Remember slavery: celebrating the heritage and culture of the African diaspora and its roots", will help to draw attention to and increase awareness of the rich African culture and traditions that have had an impact on life in countries that were involved in the slave trade. It will also help to highlight the cultural linkages that exist among people of African descent throughout the diaspora. The programme will partner with the Schomburg Center for Research in Black Culture and the Permanent Mission of India to the United Nations to mount an exhibition on Africans in India at Headquarters. In addition, the programme has produced a brochure in all six official languages on the permanent memorial to honour the victims of slavery and the transatlantic slave trade, *The Ark of Return*. The Department continues to raise awareness of the permanent memorial among visitors to Headquarters and through the global network of United Nations information centres.

46. Representatives of the Remember Slavery programme participated in two panel discussions at the 100th Annual Meeting and Conference of the Association for the Study of African American Life and History, held in Atlanta (United States of America) from 23 to 27 September. The Association was established to research, preserve, interpret and disseminate information about African American life, history and culture, as well as to promote it, to the global community.

47. The programme partnered with Fordham University to organize a round table discussion on the theme "Truth: women, creativity and memory of slavery", held at the University's Lincoln Center Campus on 5 October 2015. The panel brought together artists and scholars to discuss the creative works of enslaved women throughout the African diaspora and examined how their art was used to express, endure, survive and liberate.

48. On 19 October, the programme partnered with the Permanent Missions of Jamaica and Trinidad and Tobago to the United Nations to host, at Headquarters, the world premier screening of, and a discussion on, the documentary film *Queen Nanny: Legendary Maroon Chieftainess*, about the woman who successfully led the Maroons in the fight against slavery.

49. On 2 December, the programme partnered with the Rutgers University Centers for Global Advancement and International Affairs to open its traveling exhibit, "Women and slavery: telling their stories", at the University's campus in New Brunswick, New Jersey. This event was a component of the University's 16 Days of Activism Against Gender-Based Violence Campaign and the Remember Slavery programme's focus, for 2015, on women.

50. Representatives of the programme gave a presentation to students at the United Nations student conference on human rights, held at Headquarters on

3 December and organized by the United Nations International School under the theme "Gender equality".

51. On 27 December, the programme participated in the annual Kwanzaa event hosted by the American Museum of Natural History, in New York. This event attracted more than 10,000 visitors, including students and educators. Visitors were encouraged to create a mural of slavery memorials at the event, and they received a copy of the programme's brochure on *The Ark of Return*. The programme also continued to provide guided tours of the permanent memorial to visitors each Wednesday.

52. The programme's website, available in the six official languages, includes the list of events that were broadcast live on the Internet and articles on the events and features interviews by United Nations Television and Video and United Nations Radio.

VII. Internal communication, knowledge solutions and design

A. Websites

53. With reference to the Committee's reaffirmation at its thirty-seventh session of the need to enhance the technological infrastructure of the Department of Public Information on a continual basis in order to widen the outreach of the Department, the Department continued to improve, support and maintain the websites of the Outreach Division. The primary focus during the reporting period was upgrading the technical infrastructure of the e-commerce website for United Nations publications and the Dag Hammarskjöld Library website. Improvements to the United Nations intranet, iSeek, continue to increase staff members' access system-wide.

B. iSeek and deleGATE

54. As part of the Department's efforts to promote awareness of the role and work of the United Nations, the iSeek team posted more than 200 stories in English and French and 280 announcements on both the iSeek and deleGATE sites. The stories and announcements helped to raise awareness of high-level meetings and a range of subjects, including the general debate of the General Assembly, the commemoration of the seventieth anniversary of the founding of the United Nations, the adoption of the Sustainable Development Goals, the outbreak of Ebola virus disease, multilingualism, international days and other issues. Additional stories guided staff through the deployment of Umoja.

55. The iSeek team also implemented a major redesign of the intranet, adding new features, such as "In the spotlight", a social media feed to raise awareness among staff members of new initiatives and developments within the Organization, and reinforced its multilingual outreach with an interface that is now fully available in English and French.

56. The Department continued to update the public deleGATE website for Member States with information concerning meetings, events and announcements, as well as stories from iSeek, in English and French.

C. Graphic design

57. The Department's Graphic Design Unit offered support to Secretariat departments and United Nations information centres in providing visual communication and graphic design solutions for global and internal public information campaigns, conferences and publications. The services offered included designing social media and web graphics, brand identities, special emblems, posters, signage and a variety of promotional items for campaigns and conferences, as well as publication design, including of high-level annual reports.

58. During the reporting period, the Unit completed close to 200 design products, including for the upcoming 2016 World Humanitarian Summit, the International Day of Peace campaign, the "End executions" campaign of the Office of the United Nations High Commissioner for Human Rights, the Holocaust and the United Nations Outreach Programme and the United Nations Secretary-General Awards, as well as the press kit for the seventieth session of the General Assembly. The Unit bolstered the Organization's multilingualism objectives and increased its abilities to adapt designs to any of the United Nations official languages, a task which previously needed to be outsourced to other departments. The Unit also provided designs and templates to United Nations information centres, which reduced costs and the environmental impact of overseas shipment.

59. As an integral part of the Department's work to promote the seventieth anniversary of the United Nations, the Unit played a key role in developing a comprehensive and striking brand identity, UN70, including high-impact visual designs that were displayed in terminals at John F. Kennedy airport in New York City. The Unit assisted in the review and approval of design requests for the use of the UN70 logo, including by Governments and non-governmental organizations.

VIII. Special events, relations with non-governmental organizations and advocacy

60. The Department continued to raise awareness of the issues on the United Nations agenda through the organization of special events in collaboration with internal and external partners. In celebration of the seventieth anniversary of the United Nations, the Department helped to organize a series of events, including the ceremony for the second unveiling of the murals *War and Peace* by Brazilian artist Candido Portinari on 8 September and a spectacular architectural projection shown on the exterior of the General Assembly and Secretariat Buildings on 22 September. The projection brought visibility to the Sustainable Development Goals and the anniversary celebration.

61. On 23 October, the Department organized the annual United Nations Day Concert featuring the Korean Broadcasting System Traditional Music Orchestra, Messenger of Peace Lang Lang, Korean "K-pop" duo Davichi and the Harlem Gospel Choir. The concert was attended by 1,700 guests and watched by 2.5 million viewers in the Republic of Korea through a subsequent broadcast. On 24 October, the Department facilitated the lighting of the Empire State Building in blue as part of the "Turn the world United Nations blue" campaign and organized the unveiling in Central Park, in New York City, of the statue *Enlightened Universe* by Cristóbal Gabarrón that depicts 70 life-size figures holding hands around a central globe,

creating a human chain of global citizenship and shared responsibility. The unveiling was attended by the Secretary-General and the Presidents of the General Assembly, the Security Council and the Economic and Social Council.

62. On 27 October, in honour of former Secretary-General Dag Hammarskjöld, the Department coordinated the "Markings and music" event, featuring the Deputy Secretary-General and Swedish pianist Per Tengstrand, with music inspired by and readings from Hammarskjöld's 1963 book *Markings*.

63. The regular briefing programme for non-governmental organizations, held in the third quarter of 2015, aimed at increasing engagement with regard to civil society, university students, academia and youth representatives of non-governmental organizations. The briefings continued to be broadcast on the Internet, increasing their reach to a wider international audience. Issues of focus for the United Nations that were covered included climate change, human rights, human trafficking and conflict prevention. The Department focused attention on the role of civil society in supporting and implementing the newly launched Sustainable Development Goals, the International Decade for People of African Descent and the Paris Agreement on climate change. Young people played a key role on briefing panels, and social media engagement during the briefings increased, with new features designed to encourage participants to interact online through posts and shared photos.

64. The Non-Governmental Organization Resource Centre provided a wide variety of print and digital publications from the Secretariat, programmes and specialized agencies in the six official languages, as well as in German, Italian and Portuguese on an ad hoc basis. On 23 October, the Resource Centre organized an event in New York to mark the seventieth anniversary of the United Nations on the theme "Turn the Resource Centre United Nations blue". Non-governmental organizations associated with the Department participated in the celebration, which focused on personal and institutional achievements made during the history of the United Nations and a discussion on its future. The event was shared on social media, generating 10,768 impressions and 11 new followers through 70 tweets using the hashtag #UN70.

65. A networking event for young people was organized on International Youth Day, held on 12 August, at the Resource Centre. The event was led by youth representatives of non-governmental organizations and included a discussion on current issues that have an impact on young people. Youth representatives outside of New York were able to join through a webcast, enriching the discussion.

66. On 28 October, a capacity-building workshop for non-governmental organizations was organized at the Resource Centre to help them to complete the mandatory annual review report required by the Department. Thirty representatives of non-governmental organizations were present and a further 48 followed the workshop through a Google Hangout. In its continued efforts to increase collaboration with civil society, the Department associated 15 new non-governmental organizations with the Department of Public Information/ Non-Governmental Organization network on 20 November 2015. An orientation programme for the newly associated non-governmental organizations was organized in February 2016.

67. In the context of dialogue among civilizations, the Department organized, on 4 February, a briefing under its "Focus on faith" series entitled "Promoting peace and reconciliation to counter violent extremism", which focused on the role that faith-based organizations and faith-led initiatives play in building peace and reconciliation mechanisms to counter radicalism and violent extremism in today's world. It featured panellists from the Permanent Observer Mission of the Holy See to the United Nations, the United Nations Population Fund, the Counter Terrorism Committee Executive Directorate, the United Nations Alliance of Civilizations and several non-governmental organizations.

IX. Highlighting United Nations priorities through the arts

A. Outreach to the creative community

68. As part of its efforts to promote awareness of the role and work of the United Nations, over the course of a week in mid-September, the Department's Creative Community Outreach Initiative facilitated filming at Headquarters by the Spanish national television broadcaster TVE for a behind-the-scenes programme on the work of the Organization. The 40-minute programme was broadcast on the TVE national television channel La 2 in late October to coincide with the seventieth anniversary of the Organization.

69. Through its Envision partnership with the Independent Filmmaker Project, the Initiative partnered with Fox Searchlight Pictures and the Malala Fund for the world premiere of *He Named Me Malala*, a documentary film directed by Academy Award winner Davis Guggenheim, at the Ziegfeld Theatre in New York on 24 September. The screening was attended by representatives of Member States, United Nations officials, civil society advocates and members of the creative community. A discussion with Malala Yousafzai and her father Ziauddin Yousafzai, moderated by the director, followed the screening.

70. In October, the Department co-organized with the United Nations Children's Fund (UNICEF) and the production company Branded Entertainment a panel discussion at the 2015 New York Comic Con, a convention for fans dedicated to comics, graphic novels, movies and television, which draws more than 150,000 visitors each year. The panel discussion was preceded by a video message from the Secretary-General and included officials from the Department and UNICEF, along with film producers and comic book artists. The discussion highlighted the impact that film and comics can have in raising awareness of priority issues on the Organization's agenda, such as the Sustainable Development Goals. Comic-related projects that the Department is involved in were highlighted, including the revival of the "T.H.U.N.D.E.R. Agents" comic book franchise, first published in 1965, featuring an international strike force of superheroes created and sanctioned by the Security Council.

71. On Human Rights Day, which is commemorated annually on 10 December, an Envision screening of the award-winning documentary film *Quebranto* (*Disrupted*) was held at the Independent Filmmaker Project Made in New York Media Center in Brooklyn, New York, in cooperation with the Free and Equal Campaign. A post-screening discussion with civil society advocates and a United Nations Development Programme official focused attention on issues of social justice for

lesbian, gay, bisexual, transgender and intersex people and the elimination of discrimination.

72. In January 2016, the Department facilitated on-location filming of scenes for an episode of the American comedy television series *The Mysteries of Laura* and worked with the show's writers to embed messaging about the substantive role of the Organization in the script for the episode.

B. Celebrity advocacy and Messengers of Peace

73. The Department worked actively with the Messengers of Peace to lend their voices and visibility to the promotion of United Nations objectives and themes in a variety of ways. Messengers of Peace Michael Douglas, Jane Goodall and Yo-Yo Ma and UNESCO Goodwill Ambassador Herbie Hancock participated in the annual observance of the International Day of Peace on 21 September 2015, on the theme "Partnerships for peace".

74. Four Messengers of Peace — Jane Goodall, Lang Lang, Charlize Theron and Stevie Wonder — contributed to the *We the people* video produced by Richard Curtis as part of the Project Everyone effort to raise awareness of the Sustainable Development Goals. The Messengers of Peace also provided social media support for the promotion of the Goals.

75. During the United Nations summit for the adoption of the post-2015 development agenda, the Department managed the arrangements for Malala Yousafzai's participation in the opening session, at which she addressed the delegates from the balcony of the General Assembly Hall, surrounded by close to 200 young people. In her role as Messenger of Peace, Charlize Theron took part in a series of events, during and after the summit, on ending the HIV/AIDS epidemic by 2030, including, on 27 September, a Clinton Global Initiative event on investing in prevention and resilient health systems, with Bill Gates and others, and a panel discussion at Headquarters, co-chaired by the Presidents of Malawi and Kenya and the Executive Director of the Joint United Nations Programme on HIV/AIDS (UNAIDS). On the same day, the Department and UNAIDS organized a small private strategy meeting with 40 to 50 next-generation AIDS advocates, convened by Ms. Theron and Kweku Mandela, co-founder of the Africa Rising Foundation, on the theme "#GenEndIt: we are the generation that will end AIDS". On 28 September, Ms. Theron appeared on *The Today Show* on NBC and spoke at the Social Good Summit with Mr. Mandela. The following day, she appeared with First Lady of the United States Michelle Obama at a *Glamour* magazine event held at the Apollo Theatre in Harlem, New York.

76. On 31 October, Messenger of Peace Daniel Barenboim conducted the West-Eastern Divan Orchestra, composed of Israeli and Palestinian musicians, at a "Concert for the understanding of civilizations and human rights" at the United Nations Office at Geneva. The Secretary-General and the United Nations High Commissioner for Human Rights were in attendance. The concert was later broadcast internationally on the occasion of Human Rights Day.

77. In December, Messengers of Peace Leonardo DiCaprio and Jane Goodall participated in events at the twenty-first Conference of the Parties to the United Nations Framework Convention on Climate Change, held in Paris. Mr. DiCaprio

spoke at the Climate Summit for Local Leaders on 4 December, which was co-hosted by the Mayor of Paris, Anne Hidalgo, and the Special Envoy of the Secretary-General for Cities and Climate Change, Michael Bloomberg. On 5 December, Mr. DiCaprio interviewed the Secretary-General for a documentary film on climate change that he is co-producing with the production company Insurgent Media.

78. Jane Goodall participated in a number of events, including a panel on the theme "A message of hope for our planet" along with noted marine biologist Sylvia Earle at the Earth to Paris summit, held at the Petit Palais in Paris on 7 December. Both Ms. Goodall and Mr. DiCaprio used their social media presence — combined they have more than 14 million followers on Twitter — on multiple occasions to promote the Conference of the Parties.

X. United Nations flagship publications

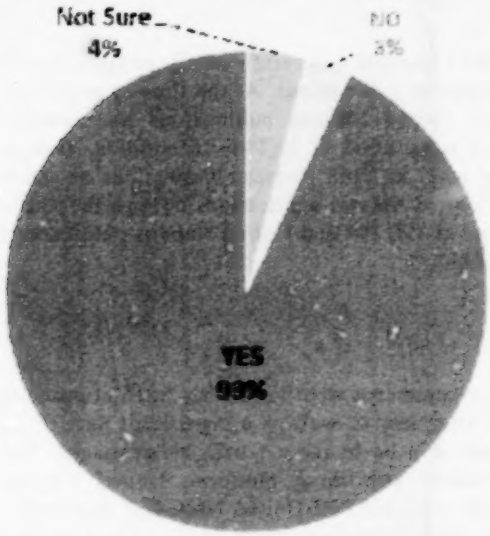
A. *Yearbook of the United Nations*

79. In December 2015, the Department published the sixty-fifth volume of the *Yearbook of the United Nations*, covering the Organization's global activities in 2011. The online Yearbook Express collection, featuring chapter introductions to selected *Yearbook* volumes in the six official languages, was further expanded to include material dating from the 2000 *Yearbook* edition.

80. A survey of the *Yearbook* website developed by the Evaluation and Communications Research Unit of the Department, in response to the request of the Committee to assess the readership of the *Yearbook* in order to evaluate its impact, determined that 93 per cent of respondents considered the *Yearbook* to be an authoritative reference source on United Nations annual activity. Among respondents, 54 per cent reported that they worked as librarians; 12 per cent were engaged in academic/education occupations; 12 per cent worked with the United Nations; 7 per cent were students; 4 per cent were engaged in legal occupations; 3 per cent were engaged in government occupations; and 3 per cent were engaged in journalism/reporting occupations. Occupations in engineering, non-governmental organizations and the service industry were represented by 2 per cent or less of the respondents. As for the main reasons that respondents visited the *Yearbook* website, 67 per cent indicated that they did so for work-related purposes, whereas 45 per cent indicated educational purposes.

Figure 2

Responses to survey question: "Do you consider the *Yearbook of the United Nations* an authoritative reference source on United Nations annual activity?"



Note: Respondents: 144; no response: 3.

B. *Basic Facts about the United Nations* in Chinese

81. The Chinese language version of the 2014 edition of *Basic Facts about the United Nations* was published in September 2015. The first Chinese translation of the book to have been done in almost 29 years was prepared by the students and faculty of the Institute of Interpretation and Translation of Shanghai International Studies University. It was published online, with a limited internal print run, allowing the Secretary-General to present a printed copy to representatives of the Government of China during his visit to Beijing in September. The Permanent Mission of China to the United Nations provided support for an initial print run of the volume for distribution, including to libraries in China.

C. *UN Chronicle*

82. In its special double issue of 2015, published in September, the *UN Chronicle* marked the seventieth anniversary of the United Nations. Secretary-General Ban Ki-moon and his three immediate predecessors wrote for the issue of the magazine. Additional contributors included Mikhail Gorbachev and Gro Harlem Brundtland. The edition was published in English and French in print, and the Arabic, Chinese, Russian and Spanish translations were posted on the magazine's website. In its third issue of 2015, published in December, the *UN Chronicle* focused on sustainable energy, in preparation for the twenty-first Conference of the Parties to the United Nations Framework Convention on Climate Change.

XI. Sales and marketing: expanding access to knowledge and information

A. Social media

83. The Sales and Marketing Section expanded and reinforced its ongoing social media campaign to promote United Nations publications. At the time of reporting, the number of Twitter followers of United Nations publications had reached 153,000, and Facebook "likes" of its page stood at 26,344. In addition, Google Books page and content views stood at 27,847,163, content impressions on Issuu stood at 902,572, total downloads of United Nations applications through the Apple App Store and Google Play store stood at 490,289 and United Nations publications e-commerce page views stood at 842,481.

B. New websites

84. The Section is launching a new e-commerce website in early 2016 to promote and sell publications. The website's interface, as well as a significant part of its content and the titles offered for sale, will be in the six official languages. The Section will also launch its new online publishing platform, United Nations iLibrary, which is expected to include around 3,000 United Nations publications, including those published by agencies, programmes and funds of the United Nations system, institutes and entities, by the end of 2016 in searchable full text, many of which are available in official languages other than English.

C. External publishing partnerships

85. In October, the publication entitled *United Nations at 70: Restoration and Renewal*, was released. Published in partnership with Rizzoli and funded by the United Nations Foundation, the book was the result of months of collaboration between the Department and the Office of the Capital Master Plan. It contains a foreword by the Secretary-General and essays by Nobel Peace Prize Laureate Marrti Ahtisaari, and architectural critic Carter Wiseman. Another publication, *The United Nations at 70: Moments and Milestones*, contains a foreword by the Secretary-General and was published in partnership with Lifetouch. It features photos spanning the seven decades of the Organization's history. Both books were published as part of the commemorate activities of the seventieth anniversary of the Organization.

86. On 10 December, the illustrated version of the Universal Declaration of Human Rights was released by the Section to mark Human Rights Day. The book is illustrated by Yacine Ait Kaci, known as YAK, and is available in English and French.

D. United Nations Bookshop

87. To promote current United Nations themes, the United Nations Bookshop has created public outreach opportunities by highlighting international days and special events through publications and merchandise, such as tailoring special product

displays on International Literacy Day on 8 September, hosting the launch of the publication entitled *Moving Away from the Death Penalty* on 9 October, promoting multilingualism during Spanish Language Day, on 12 October, and Arabic Language Day, on 18 December, and organizing releases of book series on thematic issues.

E. United Nations Development Business

88. United Nations Development Business, an online publication within the Division, has continued to work with a number of intergovernmental and non-governmental organizations, notably, the Commonwealth Businesswomen's Network, in an effort to advance women's economic empowerment across global value chains. The Sales and Marketing Section will be instrumental in co-hosting a seminar on the issue for the sixtieth session of the Commission on the Status of Women, to be held in March 2016. The United Nations Development Business online programme has engaged new regional partners in order to reach companies and businesses in areas that are currently underrepresented among its subscribers. It is also working with institutions supporting women-owned businesses interested in public procurement projects.

XII. Conclusions

89. An important number of outreach and publishing activities that marked the global commemoration of the seventieth anniversary of the United Nations concluded during the last quarter of 2015. The reporting period was marked by coordinated and creative outreach efforts aimed at raising awareness about the new sustainable development agenda and climate change, including the twenty-first Conference of the Parties to the United Nations Framework Convention on Climate Change. In the year ahead, the Department will continue to focus on these and other issues and will expand its message to reach the wider community, including young people around the world. The Department will use social media and direct engagement with civil society, partnerships, events, publications, lectures and other innovative ways to continue in its mission to enrich and stimulate public debate on the vital issues of today.